

DECEMBER 1957

THE REPORTER OF

Direct Mail

advertising



**ADVERTISING
IS AN ART**



**CAMPAIGN WITH A HEART
SELLS A CHURCH**

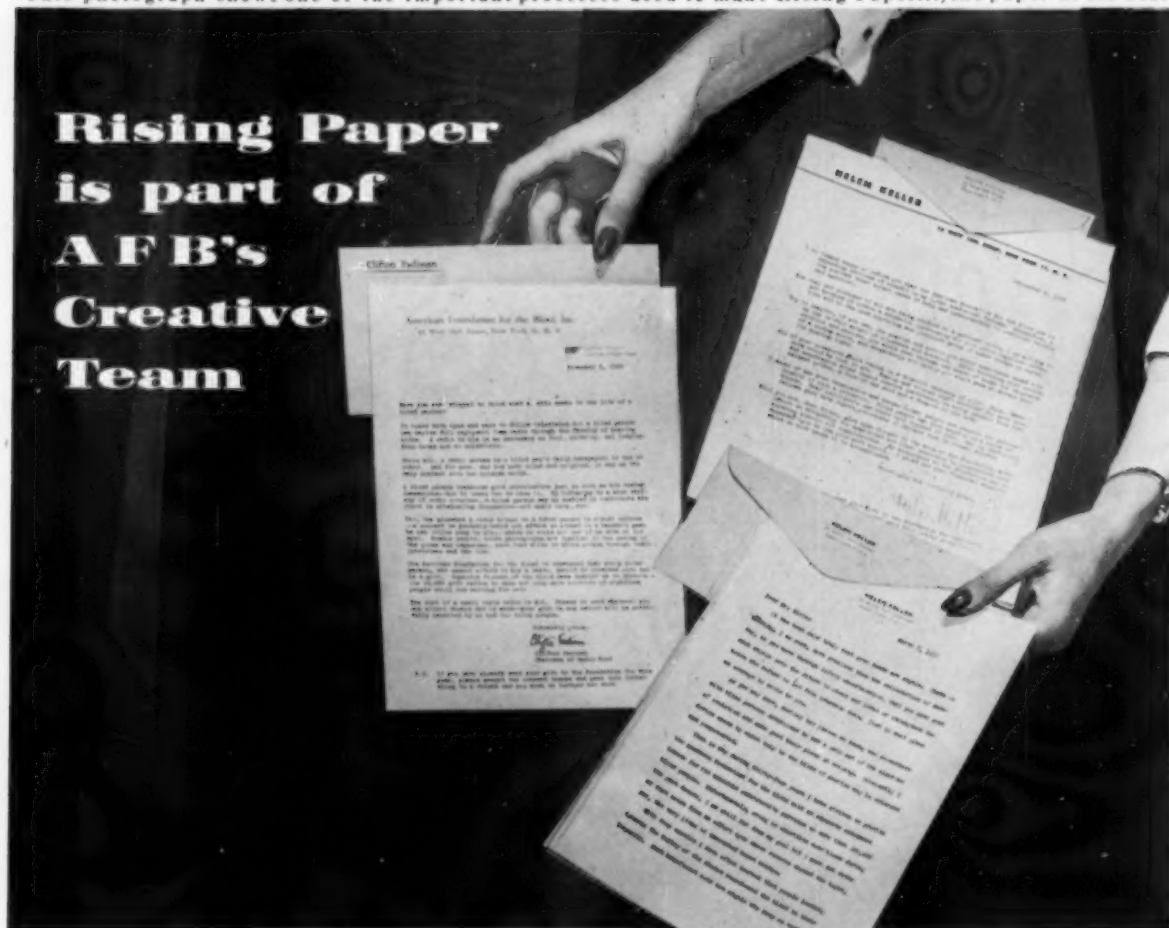
**SIMPLE LETTER CAMPAIGN
TO WIVES SELLS HEATERS**



also : An Orderly Method of Testing Mailing Lists ... see contents page 5

This photograph shows one of the important processes used to make Rising Paper...fine paper at its best!

Rising Paper is part of AFB's Creative Team



We salute the **American Foundation For The Blind, Inc.** for the vital contributions it has made in helping the blind and the deaf-blind throughout the United States. It is largely due to the generous gifts of donors that the AFB is able to maintain, and even expand, its numerous, valuable services. Since the AFB is dependent upon its letter appeals to help raise these necessary funds, it has welcomed the creative talents which a number of friends of the blind have volunteered for this purpose. We are proud that, for the past 15 years, the AFB has chosen Rising Paper to carry many of these important appeals to the public... a choice influenced by a standard of quality, service and economy.

THE COST OF THIS ADVERTISEMENT IS BORNE ENTIRELY BY:
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 MAKERS OF RISING PARCHMENT (100% RAG BOND) • RISING BOND (25% RAG) • RISING
 OPAQUE BOND (25% RAG) • LINE MARQUE WRITING (25% RAG) • NO. 1 INDEX (100% RAG)
 HILLSDALE WEDDING AND BRISTOL (25% RAG) • WINSTED WEDDING AND BRISTOL
 PLATINUM PLATE AND BRISTOL (25% RAG)

THE
organization

planner

printers

paper

THE CREATIVE TEAM

*American Foundation
For The Blind, Inc.
M. Robert Barnett,
Executive Director*

*Emily J. Klinkhart,
Director of Development*

*James Gray, Inc.
Gray Envelope Mfg. Co., Inc.*

*Rising's
Line Marque*

*fine
paper
at
its
best*



Rising



THE FRIDEN JUSTOWRITER

sets justified composition from tape
for ALL offset duplicating machines



With the Justowriter, automatic tape-operated composing machine, all printing on offset duplicators in your office can be professional looking, with justified margins, accurate, easy to read . . . at a tremendous saving in cost over typewriter or hot metal composition. Any printing or duplicating job, large or small . . . can be set on direct image plates or reproduction proof paper from the Justowriter's punched paper tape.

One keyboarding on the Justowriter Recorder produces a visible copy and a punched tape. This tape operates the Justowriter Reproducer to set sharp, justified proofs automatically at 100 words per minute. Author's alterations or corrections are easily made by making a tape from a tape . . . automatically. Fourteen different type styles are available in sizes from 8 to 14 point.

Hundreds of companies are now saving up to 80% of their composition costs with the Friden Justowriter. It will save for your company too . . . on every word, every job. Write today for actual cost saving facts.

The above copy was set on the Justowriter in 10 point book type.

Use Justowriter composition for

- Booklets
- Manuals
- Catalogs
- Newspapers
- Directories
- House Organs
- Literature
- Bulletins
- Price Lists
- Direct Mail

FRIDEN CALCULATING MACHINE CO., INC.
COMMERCIAL CONTROLS CORPORATION, SUBSIDIARY
DEPT. DM 127, SAN LEANDRO, CALIFORNIA



SALES AND SERVICE THROUGHOUT THE WORLD

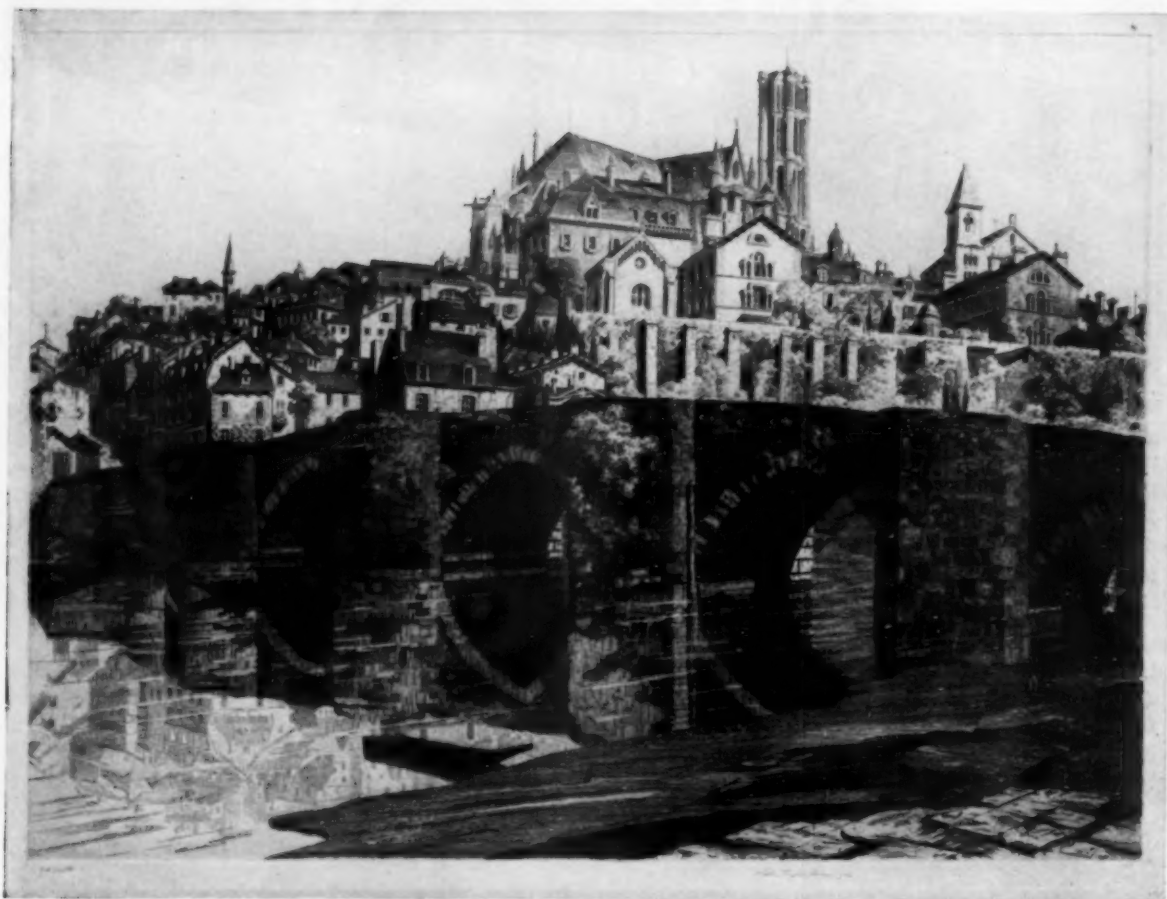
POSEIDON *Opaque*

Text, Cover

and

Bristol

Radiant bright white, rich vellum finish and extraordinary opacity distinguish the new Poseidon Opaque. Spotless cleanliness and superb performance on the press are equally important reasons for the fast-growing demand for this brilliant new paper.



LIMOGES, AN ETCHING BY JOHN TAYLOR ARMS

Mohawk Paper Mills

THE REPORTER OF Direct Mail advertising

224 Seventh Street, Garden City, N. Y. Pioneer 6-1837
A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL
Vol. 20, Number 8 December, 1957

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PRESS RUN THIS ISSUE.....	8,000 COPIES

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Henry Hoke, Jr. Publisher

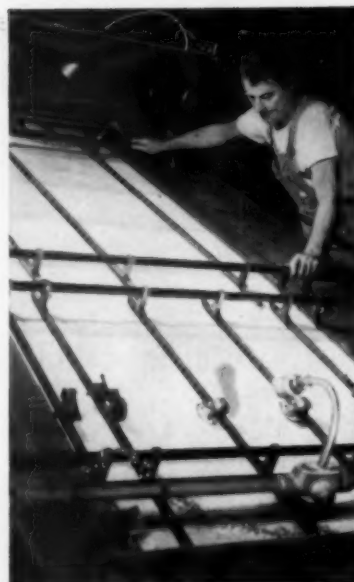
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Hamilton Bond prints well

*Your work is
as good as
your bond*

There are at least 15 reasons why Hamilton Bond brings out the best in your work:

1. Blended, top-quality pulps
2. Bright blue white
3. 10 distinctive, printable colors
4. Uniform in quality
5. Clear formation
6. Even printing surface
7. Pre-humidified
8. Moisture-proof wrapped
9. Lies flat, feeds well
10. Genuinely watermarked
11. Accurately trimmed
12. Strong and durable
13. Folds well
14. Erases well
15. Good opacity

Remember that your work is as good as your bond—and specify Hamilton!

Hamilton Papers

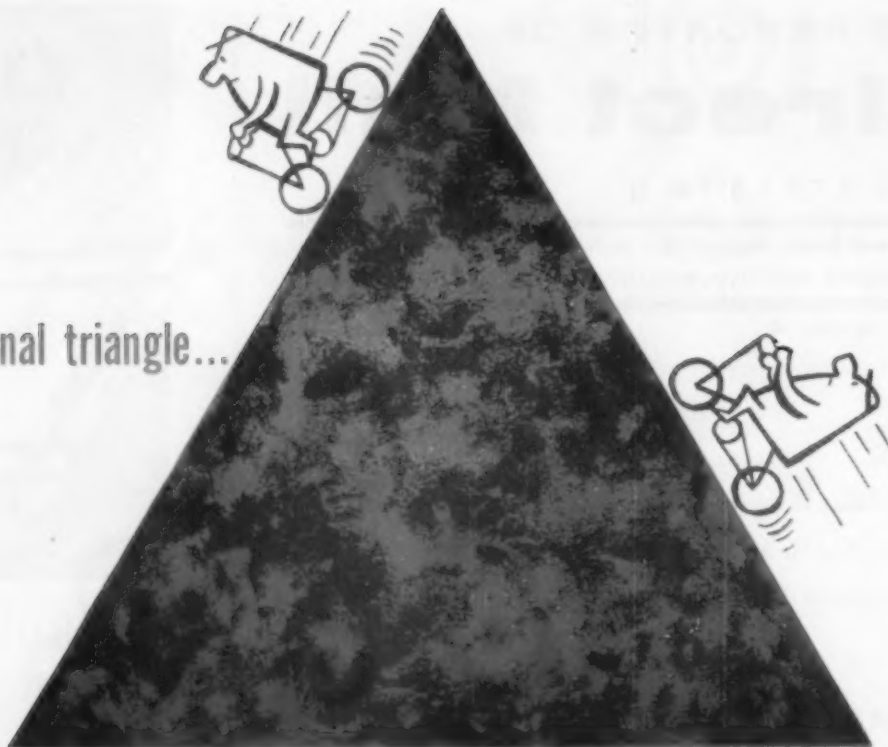


HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

the eternal triangle...



solved at last!

Eternal, described by Mr. Webster as being "everlasting, existing at all times, continuous" *ad infinitum*, at last is solved.

The triangle being, of course, *you* (the direct mail advertiser), the *vehicle* (or envelope) that carries your message to the third point, His Majesty the *prospect*.

While His Majesty may be willing to buy, first he must be reached. He must be attracted and *impressed* by the envelope, so that he will *open* the envelope and read your message!

Cupples-Hesse provides the kind of envelopes that compel your prospect to stop, open the envelope, read the message, buy something.

Ask for samples of our envelopes and you'll see why they solve the eternal triangle by making not only a friend, but a *customer*, out of the third party!



CUPPLES-HESSE CORPORATION

4100 North Kingshighway, St. Louis 15, Missouri—EVergreen 3-3700

CUPPLES-HESSE CORP. of Michigan

3635 Michigan Ave., Detroit 16, Michigan—TAshmoa 6-7360

CUPPLES-HESSE CORP. of Iowa

1485 Keo Way, Des Moines 14, Iowa—ATlantic 8-5737

offices in principal cities

SHORT NOTES

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **THE FIRST AUTOMATIC PLATE CHANGER** on an offset duplicator has been introduced by Davidson Corporation . . . as a feature of their new Dav-A-Matic machine. The Automatic Plate Changer attaches a paper master to the plate cylinder while the machine is running . . . also ejects the used master automatically. The Dav-A-Matic can run



all day without stopping to change masters. The new machine also has Universal Systems Feed, combining automatic and manual feeding for different requirements. For more information about Dav-A-Matic write to Davidson at 29 Ryerson St., Brooklyn, N. Y.

□ **CHRISTMAS TIME** is the best time to evaluate your company's good will. But this means more than just counting the Christmas gifts you send to best customers. It means taking a year-long look at how well you've promoted good will continuously to everyone you do business with. Wheeling Machine Products Co., for example, does it by enclosing a "Good Will" slip in every order they ship. The Wheeling, W. Va. pipe coupling specialists also send a copy of the slip with a nice letter to every new customer. The slip tells how the company is anxious

to receive any comments or suggestions on Wheeling products or service. The letter tells customers "Your orders are very important to us and we want to do such a good job for you that you will want to send us more." Good will should be a year-round project, not just a Christmas-time effort. As Wheeling's slip points out: "Good Will, like a good name, is won by many acts — and lost by one."

□ **A NEW SERVICE MANUAL** produced by Advertising Distributors of America, Inc. does a bang-up job of telling the ADA story. Each of the company's many services (sampling, mailing lists, merchandising, couponing, etc.) are tab indexed for easy reference. The indexed sections fully describe what ADA does and how they do it . . . both regionally and nationally. If you'd like to learn more about how ADA operates, write for this new information-packed manual. ADA's address is 400 Madison Ave., New York 17, N. Y.

□ **DIRECT MAIL MEETINGS** have filled the calendar in recent weeks . . . and filled many mailers with sound ideas. Mail Advertising Club of Chicago's "Ladies Day" (women's view of dm) in Sept., and Les Wunderman in Oct. were two MAC program stand-outs. Then eight consecutive weeks from Sept. 30 to Nov. 18 were devoted to the Direct Mail Clinic of the annual Advertising Workshop . . . sponsored by Chicago Federated Ad Club and Women's Ad Club (Bob DeLay, Joan Goodwille, co-chairmen). In New York, DMAA Workshops have been drawing record attendance. Pharmaceutical Direct Mail chairmanned by Charles Morris of Reinhold-Gould, brought more than 100 to the Hotel Plaza on Nov. 12. Planning & Production Workshop on Nov. 21 was equally popular. There have been other recent meetings with direct mail activity . . . in Miami, Norfolk, Kansas City, Philadelphia and other cities too numer-

"It is commonplace to say the man is known by the company he keeps. It is also true that a man is known by the companies that keep him. Our own experience matched by leading companies in the advertising and publishing fields who have maintained a pleasant and profitable relationship with Lewis Kleid over many years confirms the truth about both the man and the company."

LEON SHIMKIN, Chairman of the Board
Simon & Schuster, Inc.



DELETING the extraneous, and getting down to the heart of a problem is an everyday practice of our planning department. Results? Lower costs per order—and reason why 20 clients have done business with us for more than 35 years. Let's show you how we can help define your direct mail problems.

MAILOGRAPH CO., INC.
39 Water St., New York 4

"Successful Direct Mail Planning Since 1920."

BOWling Green 9-7777.

...do it right!
if it's worth doing

Let the members of MASA
put their professional direct
mail "know-how" to work
bettering your **DIRECT
MAIL!**



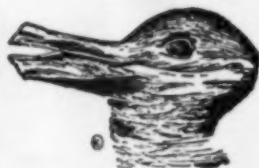
Write today for
a **FREE** roster of 1,000 members
of MASA — the professional cre-
ators and producers of **BETTER**
direct mail — to:

**mail advertising
service association
INTERNATIONAL**

18120 James Couzens Highway
Detroit 35, Michigan

HOW DO YOU SEE IT?

**DUCK
OR
RABBIT?**



Sales promotion problems, too,
look different when viewed
from different angles.

Let **AHREND** look at *your* problem
... from the vantage point of
twenty years' experience dealing
with other "unique" problems ...
and creating result-getting
solutions at low cost.

**Call Herb Ahrend
at PL 1-0312
or write**

**AHREND
ASSOCIATES
601 Madison Ave.
NEW YORK 22, N.Y.**

ous to mention. As 1957 comes to a close with direct mail interest running high, it looks as though 1958 will be an even greater year for direct mail on the meeting rostrum.



□ **SPEAKING OF MEETINGS** ... The Sales Promotion Executives Assn. will hold its first national convention at the Roosevelt Hotel in New York, April 30 to May 2, 1958. Organized in 1954, SPEA now has more than 600 members engaged in sales promotion ... with chapters in New York, Los Angeles, Philadelphia, Pittsburgh, Detroit, San Francisco, Boston and Chicago. For more information about the New York meeting, write to the SPEA Convention Committee at 220 W. 42nd St., New York, N. Y.



□ **ADVANCE PLANNING** of promotional events is made easy with the new Chamber of Commerce "Special Days, Weeks & Months" calendar. 1958 edition of the popular annual Chamber publication lists 350 legal holidays, religious observances and business promotions ... and shows each in large date blocks for written reminders. A perfect desk aid for advertising and sales promotion managers, etc. 1 to 9 copies are 50¢ each, 100 to 999 copies, 25¢. You can order from Domestic Distribution Dept., Chamber of Commerce of U. S., 1615 H St., N.W., Washington, D. C.



□ **RECORD BREAKER:** When a series of Spencer Chemical Co. ads about polyethylene produced a record response in *Newsweek*, the magazine merchandised the success with a "record" promotion. They created what looked exactly like a phonograph record album, titled "A Symphony In Sales Success, Featuring Poly-Eth and *Newsweek*." Inside, the Spencer story was told in form of program notes. Inquiry results were printed on a die-cut, simulated "broken record." Complete with polyethylene cover, the realistic album format promoted the Spencer success story with impressive impact.



□ **WHAT'S IN A NAME DEPT.:** *Graphic Artery*, the small but stimulating house organ published by W. T. Peck & Company, 1036 Spring St., Philadelphia, Pa., always calls a spade a spade. Browsing through a recent issue, we came across Peck's uninhibited definition of themselves ... which we think deserves repeating for anyone in search of a high-sounding title: "We print by the offset method. This *Graphic Artery* is printed

by offset. Oh, we call ourselves Photo Lithographers down at the bottom of the page; but that's because it has a grander sound to it than Offset Printers. Fact is, the two terms are synonymous — er, that is, synonymous. Well, the same, alike, like two peas, etc. . . ."



□ **SURVEY BY SLEUTHS:** *American Druggist* magazine has come up with a "readership" study which really put their subscribers under the magnifying glass. They hired agents from the Pinkerton Detective Bureau to select *American Druggist* copies from various retail drug stores throughout the country. Pinkerton sleuths put the magazines through a fingerprint test. Result: "An average of 3 1/2 distinguishable fingerprints were found on each of the inside pages (not including covers)." As yet, the Hearst magazine hasn't announced plans for an "Influential" or "Togetherness" type campaign which might be labeled "Fingered."



□ **ADDRESSOGRAPH-MULTIGRAPH CORP.** has produced two new machines which should interest small and medium size businesses. One is a portable plate embossing machine called the Graphotype Class 350. Not much larger than a



standard typewriter, it gives the smaller business an inexpensive and convenient method of maintaining their own address plates. The other new machine is a small, hand-operated printer called the Addressograph Class 200 ... ideal for small list addressing, record writing, etc. You can get complete information by writing to Addressograph - Multigraph, Cleveland 17, Ohio.



□ **IF YOU WANT TO SEE** some dramatic demonstration and sampling in a booklet, write to Ad-Sell Co., 320 Olive St., St. Louis, Mo. ... and ask for their self-promotion headlined "Next Time You Want To Do Something Extra With Paper." It's a small, spiral bound

booklet showing Ad-Sell services. "Showing" is right. Each page contains a demonstration of A-S die-cutting, padding, fastening, glueing, punching, folding, etc. The two-color sampler is a smart way to sell production services.



□ **THE BIGGEST MASS DISTRIBUTION** of a food recipe book was launched last month by General Mills, Inc., 400 2nd Ave. S., Minneapolis, Minn. A 28-page color illustrated "Betty Crocker Party Book" has been attached to all packages of Bisquick . . . for direct distribution through grocery stores. The dramatic "Party Book" offer was developed after a Bisquick cook book last year was distributed via packages to more than 8 million consumers. This year's "Party Book" is expected to reach even more than 8 million . . . sparked by coast to coast advertising support. Knox Reeves is the agency.



□ **HOW NOT TO HANDLE PUBLICITY:** A letter to editors from Brates Printing Office, Inc. in Albany, N. Y. reads: "Gentlemen: We have enclosed a publicity release of a new product which, we feel, will be of great interest to your readers. If you would favor us with a new product mention of this item in the next available issue, we would be interested in following it up with substantial advertising, as we have budgetted a considerable amount of national promotion for this product." Our suggestion to Brates: Use some of the "considerable budget" to hire a good p.r. man . . . who won't irritate editors with letters like this one.



□ **"CHEMICALS YOU LIVE BY"** is theme of an interesting educational booklet just published by Diamond Alkali Company, 300 Union Commerce Bldg., Cleveland 14, Ohio. The 32-page illustrated piece does a beautiful job of telling "The Story of Diamond Chemicals." Describes how chemicals are obtained and used . . . then presents a pictorial review of Diamond plants, showing how they produce "chemicals you live by." This public relations booklet is tops.



□ **J. & P. NOVELTY COMPANY** of West Point, Miss., doesn't have a modern letterhead. As a matter of fact, their letterhead is rather poorly designed and printed. But it's got something that really gets attention. Printed in red in the middle of the sheet is this message: "Uncle Gus, thats Mamma's oldest Brother, said, 'Now Val you look after

Have



I have a melody

and all your
mailings can be
happy ones
through the use
of Cupples
colorful Personalized
envelopes—

Cupples
envelope co., inc.

360 Furman Street Brooklyn 1, New York


TR 5-6285, 6, 7, 8, 9

OTHER OFFICES: BOSTON • WASHINGTON • PHILADELPHIA

Touch 'n Seal

TENSION ENVELOPES

cut
mail-handling
time 20%



These Tension envelopes require no moisture for closure. Just press flap to body. Sealed! No difficult sealing regardless of bulk.

Yet Touch 'n Seal envelopes cost little more than conventional envelopes. Ideal for small mailing operations. Fast and efficient for big ones. Approved for the mailing of 3rd Class Mail under recent Postal revisions (envelopes 5 x 11 1/2" or larger in either dimension may be sealed).

Available for immediate delivery in open-end or open-side styles. Special sizes made to your specifications.

Note: For packaging jobs, consider Tension Seal 'n RE-seal envelopes. Can be opened and closed repeatedly without flap damage.

FREE SAMPLES. See for yourself how speedily they work.

TENSION ENVELOPE CORP.
Campbell at 19th St., Kansas City 8, Mo.

Please send free
☐ Touch 'n Seal ☐ Seal 'n REseal ☐ Both

Name _____ Title _____
Firm Name _____
Address _____
City _____ Zone _____ State _____

your business and tend to it and treat your customers right and you will have more business than you can handle."



□ UNDERSTATEMENT OF THE YEAR DEPT.: Viola McGinnis of R. E. McGuire Associates, Inc., 461 8th Ave., New York, sent us a real gem of a note she found attached to a late-arriving publication. It read: "The Publications Committee regrets the delay in sending this issue which has just been printed. The reason for the delay by the printer is only partially understood."



□ "THE BAREFOOT BOYS FROM EAST 48TH ST." is the title of a smartly-designed self-promotion booklet from Gerald, John & Associates, Inc. (advertising), 8 E. 48th St., New York 17, N. Y. Describes the agency's key executives and their philosophy on the basic ingredients of successful advertising, sales promotion . . . and clients. While the copy is simple, to the point, this 12-page promotion is dressed in fine layout and design . . . and excellently printed on rich Strathmore Beau Brilliant stock. Makes an impressive agency presentation.



□ SPEAKING OF AGENCY PRESENTATIONS . . . Ruder & Finn, Inc. used the richness of paper stock to create an unusually impressive Annual Report for 1956. The public relations and publicity firm's 6 1/2" square, spiral bound report was designed on a combination of onion skin and fancy laid pages . . . giving a top-flight run-down on the agency's activities. Complete with gold cover and acetate overlay, Ruder & Finn's report treatment was dynamic and dramatic. You might drop a note to president David Finn and see if they might have an extra copy.



□ GOOD PUBLIC RELATIONS: When Bavarian Brewing Co., 528 W. 12th St., Covington, Ky., redesigned the label for their Bavarian Select Beer, they made it a point to find out how people like "our gay new look". Many people in the Ohio Valley received an advance sample of the label, along with a nice letter from Bavarian president William R. Schott and a colorful return card for "comments". On the company's gold-embossed letterhead, president Schott explained the new label's significance (three flags representing the brewer's time, tradition and skill), and asked for comments on the reply card. The effort was appreciated by many customers . . . who reacted

favorably to a mailing which said in effect: "This company values your opinion as a customer."



□ SPEAKING OF BEER . . . almost everybody in metropolitan New York knows about the success of Piel Brothers' offbeat Bert & Harry TV commercials. But did you know Bert & Harry have a "direct mail" fan club? Members receive a club emblem, membership card, lists of by-laws and a "welcoming" letter from Bert, written in his best brash style: "Wear the club emblem at all times! Never be without your signed membership card! Learn and obey the By-Laws! Ignore me and I will find you out!" Club organization lists officers as: President, Bert Piel; Vice-President, Bert Piel; Treasurer, Bert Piel; Secretary, Harry Piel. Clever merchandising for a two-year campaign that's still going strong.



□ IT SEEMS MANY MAIL HANDLERS have become immune to shipping label pleas of "Do Not Drop", "Fragile", etc. So Allen Hollander Co., Inc. has come up with this unusual heart-shaped request which asks for "TLC—Tender



©Allen Hollander, N. Y. 51

Loving Care, Please!" The bright red, offbeat label was designed to catch the mail handler's eye and woo him into easy treatment of the package carrying it. You can get samples and prices by writing to Hollander at 385 Gerard Ave., New York 51, N. Y.



□ A "PERSONALIZED" CATALOG FEATURE used by Miniature Precision Bearings, Inc., Keene, N. H. is a good idea which could be adopted for many formats. Precision's 1957 catalog was a beautiful 24-page job, with striking Kromekote cover printed in yellow and black. Bottom of the black design contained the reverse line "EX LIBRIS. . ." Inside the catalog, recipients found a well-designed insert carrying a piece of Goldmark signature foil. Insert copy read: "Catalog snatchers who traffic in



COLOR PHOTOGRAPH BY ANTON BRUEHL

Sh-h-h-h!

*Merry Christmas
from the makers of Howard Bond...
Maxwell Offset... Maxopaque... and...*

Printed on Maxopaque, Basis 80, Camberra finish



....a happy New Year

HOWARD PAPER MILLS, INC. DAYTON, OHIO



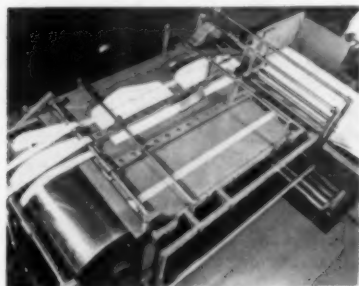
COLOR PHOTOGRAPH BY ANTON BRUSH



new editions, and forgetful friends alike, will be foiled if you'll sign your name on the front cover of your newMPB catalog. May we suggest you do so now. Directions will be found on the back of the Goldmark." Swell idea!



□ **THE "ZIP-OPENER" ENVELOPE FORMAT** now can be applied to any envelope from 4" to 12", according to The Connelly Organization, Inc. of Philadelphia. A new machine developed for Connelly by the Franklin Institute automatically puts zip openers (built-in latch string) on regular envelopes at the rate



of 8,000 per hour. Adhesive application rather than stitching speeds up the production. While stock "Zip-Opener" envelopes with pull-strings have been a popular Connelly specialty, the new processing machine is expected to create more custom use of the feature in direct mail.



□ **THE NATIONAL SAFETY COUNCIL** has published a novel booklet about fire . . . with a format resembling a book of matches. The "match book" booklet's cartoon information points out the perils of fire, and lists safety measures which can be taken to avoid it. "Let's light up the seriousness of this situation," says the introduction, "Every day fires claim 17 lives, hundreds of jobs, \$800,000 in industrial property—all because of carelessness." Titled "This Will Burn You Up," the novel booklet is available in quantities from the NSC at 425 N. Michigan Ave., Chicago 11, Ill.



□ **EVER SEE A KITE EXHIBITION?** Herbert W. Simpson, Inc. created a beautiful mailing piece promoting one . . . at the Evansville, Ind. Public Museum. Simpson's announcement was a small blue folder with a die-cut kite attached by string. A small yellow tip-on explained: "In the exhibition, International Kites, organized by the Kalamazoo Institute of Arts, kites are presented for appreciation and understanding as a form of folk art." The museum's Oct. 6 to 27

kite exhibition showed over 50 kites from different nations. It was well attended . . . as a result of Simpson's quality promotion. Add this one to unusual direct mail uses.



□ **ANOTHER NEWSLETTER NEWCOMER** is R. O. H. Hill, Inc., who began *The Ambassador From Hill* in October. The business card-letterhead producer's first issue contained advice of sales letter headlines, merchandising tips, an item about envelopes, etc. Following issues of the promotional publication will probably continue with heavy emphasis on direct mail items. So write to R. C. Donahue at 270 Lafayette St., New York 22, N. Y. and ask him to put you on *The Ambassador* list.



□ **"SO YOU'RE GOING TO RAISE FUNDS"** is the title of a new book published by the National Publicity Council for Health & Welfare. Written by David M. Church, director of the American Assn. of Fund-Raising, it's a 55-page guide for successful fund-raising. Covers all aspects of fund raising from setting up a staff and budget to building mailing lists. Price of the book is only \$1.30, including postage . . . direct from the National Publicity Council, 257 4th Ave., New York 10, N. Y.



□ **"THE HISTORY OF AMERICA'S PRINTING INDUSTRY"** is the latest in Sorg Paper Company's excellent series of "Since 1852" booklets. Illustrated with many historical reproductions, the 16-page history traces printing in America from Colonial days to the 20th Century. Well written and beautifully designed, the colorful booklet is a fine tribute to the accomplishments of the printed word . . . and the American printer. Sorg's "Since 1852" series has spotlighted many aspects of the American scene . . . but this one should be must reading for direct mailers. Write to Sorg at Middletown, Ohio and ask for a copy.



□ **THE NEW YORKER MAGAZINE** has done it again . . . with an outstanding series of ads built around the words Attitude, Balance, Quiet, Variety, Unique and Setting. If you noticed the series, you know how single-paragraph copy and excellent white-space design in each ad put across "A publishing principle which has guided *The New Yorker* for thirty-two years." The series has now been put into booklet form . . . with equal mastery. The booklet itself proves its title: "The

This is the CREED of a SEPTUAGENARIAN:

The picture of a man's inner character is on his face and particularly in his eyes. The most consummate actor cannot conceal it from your subconscious perception.

Hatred, bigotry, jealousy, fear, are corrosive poisons, and very likely the cause of many diseases.

As you grow older you will become less intolerant of other folks' opinions, less sarcastic when you take issue, realizing how often you have been wrong when you were sure you were right.

A man is successful whose family looks forward with eagerness to his return home.

Do not exalt money but do not belittle it. It represents many vital needs, among them self-respect. You have seen many a fine man stand hat in hand before some human crumb who acquired his hoard by depriving those dependent on him, or who obtained his wealth through crookedness or heartlessness.

Rank wealth below health and happiness.

Generosity does not come naturally to most people, it has to be practiced. But it is a healthful exercise, bringing ease of mind and mellowness. Only—don't let ingratitude embitter you.

Many a stingy man excuses himself by accusing the beggar who approaches him of being a wealthy landlord, or the cause to which he is asked to contribute of being unworthy.

* * * * *

We have several thousand mailing-lists, many of them exclusive. If your circular matter and your offer are as good as the list, your mailing will be profitable. Give your customers a square deal, and every time they see your name on an envelope, they'll be interested. Write for free catalog.

ALBERT MAILING LISTS

120 Liberty St., New York 6, N. Y.
Telephone Rector 2-7573

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you.

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

THE
NEXT
MOVE
IS YOURS



1/4 BILLION

**MAIL ORDER
Buyers, Inquirers
and Prospects**

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing new mail order customers in volume. Many of these lists are overlooked and EXCLUSIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSOLUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.

Mosely

**MAIL ORDER
LIST SERVICE, INC.**

Mail Order List Headquarters
Dept. R-47
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

Setting Makes A Difference." If you want to see fine direct mail "attitude, balance, quiet, variety, unique and setting" in action . . . write to A. J. Russell, Jr. at 25 W. 43rd St., New York 36, N. Y. and ask him to send you a copy.



□ **REMEMBER V-MAIL?** The story of how Inserting & Mailing Machine Co. broke a World War II bottleneck in V-Mail handling has been published in a 8-page booklet. It tells how 200 Phillipsburg Inserters were developed, and how they processed 1,500,000,000 V-Mail letters during the war. You can get a copy of this interesting production story by writing to Inserting & Mailing Machine Co., Phillipsburg, N. J.



□ **SO MANY GOOD** Christmas mail order catalogs have crossed our desk this year we couldn't possibly mention them all. But we can't pass up the season without passing out plaudits to two outstanding food sellers whose catalogs really caught our fancy: Cobbs of Little River, Fla. and The Wisconsin Cheeseman of Madison, Wisc. Both Christmas gift catalogs were full-color delights. Cobb's gift fruit baskets and the Cheeseman's gift paks both were presented in top-notch selling form. Product selection, catalog design, layout, copy, cover letter, return device, etc. were perfect . . . hard to resist. There were many other excellent gift offers this year . . . but these two really had it!



□ **AN IRRITATING RUBBER STAMP** showed up on a returned piece of third class mail originally sent by Evans Specialty Company of Richmond, Virginia, to Joyce Markets, Inc., 2174 Seymour St., Cincinnati, Ohio. Stamped in red ink on envelope was an arrow with wording inside, "Return to Sender. Let's Stop Junk Mail!" Although original piece had been mailed at 1½¢, the big brain behind this latest crusade had placed a 6¢ postage meter strip beside his rubber stamp. The instigator of this hairbrained idea is evidently not looking for new ideas to improve his business.



□ **ANOTHER RUBBER STAMPER** is (surprisingly) the Boeing Airplane Company, 7755 East Marginal Way, Seattle, Washington. Many pieces of third class mail addressed to individuals in care of the company have returned with the following message stamped in red ink appearing within a rectangular border: "This type mail not distributed to Individuals through Boeing Mail System."

A joker in this case: Some of the returned pieces have carried a message under the corner card, "Airmail Reply Requested." Somebody at Boeing, preferably the president, should investigate this deplorable example of poor public relations. An airplane manufacturer trying to hurt the use of the mail . . . much of which is transported by air. Will somebody in Seattle please refer this item to a top executive? There is a technical angle involved here. Postal inspectors might decide that this scheme constitutes deliberate interference with delivery of mail to addressed individuals.



□ **AUTOMATIC PRODUCTION CONTROL** is a new development in Collamatic Corp.'s line of electric collators. In the past, operators have had to push a pedal or other mechanism to produce collated sets. APC now delivers each collated set automatically, relieving the operator from manual switch operation.



Operator just pre-sets the APC indicator to the number of sheets to be collated and whether the set is to be stapled. Sets are then delivered at 5 to 50 per minute, automatically. You can get more information about collating APC by writing to Collamatic at Wayne, N. J.



□ **NEW AUTOMATIC ATTACHMENTS** have also been added to the Fold-O-Matic folding machine. One is an automatic sealing attachment which handles up to 100 envelopes per minute. Another is a conveyor which stacks finish work for easy pick-up. You can get full details from Fold-O-Matic's manufacturer, Print-O-Matic, Inc., 724 W. Washington Blvd., Chicago 6, Ill.



□ **PHOTO BUYERS** should be interested in a new Industrial and Commercial rate schedule just published by Pictorial (formerly Pavelle) Laboratories, Inc., 16 E. 42nd St., New York N.Y. Tabbed for easy filing and locating, the rate card includes prices for both contact



WHAT'S IN HIS BOW THAT MAKES YOUR LETTERS REACH THE MARK?

What do you find in the finest bows? Hardwood. What's the secret of making finer bond paper? Hardwood, if you can find how to use it. And Hammermill has—with an exclusive hardwood pulp called Neutrancel® that makes fine paper finer.

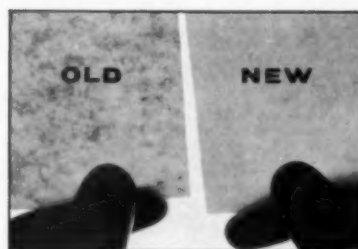
With Neutrancel, Hammermill is now making finer paper than was ever possible with softwood alone. Blending Neutrancel with other quality pulps knits *all* the fibers together more closely to give Hammermill Bond the smoother, more uniform surface you need for better-look-

ing business letters. See the picture at the right. There's less of the show-through that distracts readers. Greater bulk—for that important snap and feel. A better typing surface to please your secretary.

You'll find Hammermill Bond scores higher on every count. Next time you order letterheads or business forms, be sure you get Hammermill Bond.

Hammermill Paper Co., Erie, Pa.

Printers everywhere use Hammermill papers. Many display this shield.



Ask your printer for

HAMMERMILL BOND

with Neutrancel's finer fibers



A line or two for market-wise mailers who know there's no business like their own business

It Was Bound To Happen

Believe it or not, soon after last month's Reporter came out I met a copywriter friend who asked right off: "What have you been doing, Bill?" Now if you read the first *Market Musing* here last month, you'll know I quickly gave him a copy of it. When he began reading with a pencil, I remembered he was one of those formula-fastidious copy men who spends more time counting words-per-sentence than he does actually writing. When he finished scoring, there was a long pause. "Well, . . . what do you think of it?" I asked.

"Frankly," he said, "there's too many 'I've's' in this copy. Just count the number of circles I've made around the . . . Before he could show me, I explained the 'I've's' were created to tie in with I.B.M. phrases, only for special visual effect. Get it? I guess he didn't, because he told me flatly: "No copy should ever contain so many 'I've's'."

Right then and there I felt glad I was in the list business and not a poor press agent stuck with writing copy about either Burl, the great folk song singer, or Irving, the honorable New York Senator. So if other formula writers are listening, please remember my only business is developing selected markets . . . not masterminding messages to go to them. *Market Musing* isn't copy, as such. It's copy, as is. We have no designs on any other business, even though . . .

We Might Have Cornered The Stadium Market

Regardless how complicated you think IBM list selectivity is, let me tell you that our system operates simply: We punch holes in cards. The machine reads 'em automatically to deliver countless, accurate selections. To maintain our 286,681 Rated Industrial Firms, 25,000 New Businesses bi-monthly, close to 1,000,000 Classified Display Advertisers and other lists, we're punching millions upon millions of holes . . . which fills boxes full of tiny paper squares. One day I noticed my teenage son filling up a paper bag from one of the "Chip" boxes in the Key Punch machine. The following week I saw him doing it again . . . this time accompanied by a group of junior high school friends. When I asked why the goldrush mining of miniature paper scraps, I learned this IBM card residue makes dandy confetti for football games. I had big visions of placing an order for some polyethylene bags, getting more colored IBM cards and going into production . . . but I got "sidetracked" on a list SICing job for a leading trade publisher. The confetti venture has never progressed any further than a standing plant policy: Free fillups for the kids in Freeport.

But . . . There's No Business Like Our Own Business

IBM electronic equipment can make excellent confetti, but for us the equipment has only one clear-cut business objective: To make our lists more selective and therefore better for all types of mailers.

Case in point: A leading wax manufacturer came to me and said, "We have 15,000 customers . . . but after all these years, we don't definitely know their size, or exactly what part of the business economy they belong to." To help him find out, we checked each of his customers against our source material: DGB rated each firm; then added its SIC number. This tell-all information was punched into IBM cards, from which we produced this analysis: 93% were manufacturers of one sort or another; 87% had a Dun & Bradstreet rating of "D" or better. Now he knew his exact market, and by referring to our charts on our Rated Industrial Firms list he noted there were 109,000 additional firms in his market as determined by the analysis. You may have a similar problem. We believe we can help you solve it.

Whatever your business is, we sincerely hope the coming year will open new and greater market opportunities for you. And until we meet in this corner next year, here's wishing you all a very Merry Christmas and a Prosperous New Year . . . from W. E. Watson Corporation, 23 Hanse Avenue, Freeport, N. Y. Freeport 9-8312. ●

prints and enlargements, as well as copy negatives. Tells at a glance what each size and quantity will cost.



□ **ONE PREDICTION FOR 1958** can be made with certainty. You will witness the biggest-yet deluge of Post Office Department publicity . . . aimed at fulfilling PMG Summerfield's pet ambition of forcing Congress to increase postal rates his way. At recent Postmaster's Convention in Los Angeles . . . Postmasters were urged to arrange showings of new departmental film, "Mail, Men and Machines." They were also urged to know intimately local editors, publishers and broadcasting stations, and to utilize these contacts for moulding opinions on postal rates. So expect a deluge of confusing propaganda. Don't know how we can counteract it except by talking sanely to our representatives in Congress. Isn't there a law laying around somewhere in the books prohibiting officers of the executive branch of government from spending money or taking actions intended to influence the legislative arm of the country? If so, it certainly is being violated by the crusader from Michigan.



□ **WOW!** It has been nearly four years since Postmaster General Summerfield arbitrarily killed the patron mail regulation . . . after the newspapers had waged an all-out campaign against it. That was the regulation which allowed mailers to use circulars without addresses . . . each piece being marked "Postal Patron." Carriers would deliver to all stops on their routes. Keen-eyed Herman Herst, Jr., philatelist of Shrub Oak, N. Y., recently discovered that the General Services Administration of the U.S. Government is still using unaddressed patron mail to sell surplus equipment. And the Post Office Department has been (so far) distributing the mail so marked. That is one for the books.



□ **WHEN THERE'S NOBODY** to mind the store, small retail operators can't get to the conventions which help larger-staffed owners. But Phil Schindel, who directs the Variety Stores Association, has taken over an idea developed in World War II days by the Graphic Arts Victory Committee. For two years now in a row, Phil has staged a convention-by-mail for his small store members. The latest such "meeting" culled 146 ideas for variety store men from 19 states. The "minutes" were sent to each participant and member. The September 1957, Section One issue of Chain Store Age, pub-

lished by Lebhar-Friedman Publications, Inc., 2 Park Ave., New York 16, N. Y., devoted five pages (57-61) to excerpting those "minutes." Worth reading if you are interested in helping a small retailer compete with larger organizations. A number of the participants prefer direct mail or delivered circulars for promoting business.



□ **TOURIST TRAFFIC** in Sequia National Park, California, is being promoted in a big way . . . with the world's biggest postcard of the world's biggest tree. The giant size booklet-type card was produced for Sequia & Kings Canyon National Parks Company by H. S.



Crocker Company, San Francisco. Cover of the whopping card features a photo of The General Sherman Tree, which is largest in the world. Inside copy traces the romantic history of the tree, believed to be the oldest living thing in the world.



□ **POSTAL INSPECTORS** must be having a tough time tracking and cracking down on all the new pornographic picture peddlers. Seems to be a new rash of them . . . and they are getting bolder. Nearly every mail brings in more samples. If you or members of your family receive such stuff . . . best thing to do is forward it immediately to your local postal inspector in care of the postmaster. There will be prompt action. We should all do our best to help keep the mails clean.



□ **CONGRATULATIONS** to United Parcel service on its 50th Anniversary. It was celebrated by the issuance of an attractive 12" x 9", 24-page brochure giving a word and picture story of the history of this nationwide distributing service which started in the mind of James E. Casey in Seattle, Washington.

back in 1907. We enjoyed reading the story and especially liked the spot given to the external house magazine, "The Pick-Up," which for 33 years has successfully promoted the growth of UPS. It's edited by our old friend, Bert Barnes, as most of you know. Maybe you'd like to have a copy for your idea file.



□ **LOST PUNCTUATION MARKS** can play havoc with a description. Hawk-eyed Dick Kershaw of The American Home magazine found a lulu in a mail order piece offering an imported Welcome Door Harp which tinkles when guests arrive or depart. The well-written description concluded with this sentence: "Made by a skilled wood worker 7" high, 5½" wide, 2" deep." Comments Dick: "Quite a small man, I'd say."



□ **ATLANTA ENVELOPE CO.** has come out with a revised edition of their popular Postal Rates & Regulations wall chart. Designed for displaying in the mail room, the chart shows all mail class and parcel post rates at a glance. Atlanta Envelope's address is P.O. 1267, Atlanta, Ga. if you'd like to write for a copy.



□ **THAT WAS SOME JOB** Jim Mosely of Mosely Mail Order List Service did on reporting the DMAA Washington Convention to his customers. Jim sat down and wrote a comprehensive 8-page report . . . covering just about every detail of the convention proceedings. Sent it out fast as "special rush mail convention release" in Mosely's series of Round Table Bulletins. We don't know if Jim has any extra copies . . . but you can ask him. Address is 38 Newbury St., Boston, Mass.



□ **800 2ND AVENUE** is the new combined Manhattan headquarters for Harris-Seybold Co., Cottrell Co. and Macey Co. The three firms now occupy 8,000 sq. feet on the first floor of the new building at 42nd St. and 2nd Ave. In addition to offices and warehousing, the new headquarters features a permanent showroom displaying Harris presses, Seybold paper cutters and Macey collators and gathering machines.



□ **SERVICE STATION MANAGEMENT MAGAZINE**, 548 W. Washington St., Chicago, Ill., pumped excitement into its debut . . . with a colorful 3 dimension mailing to automotive manufacturers and their agencies. The magazine's announcement featured two red

A GREAT SELLING MEDIUM



In Ancient Egypt, a man could tell about his services by painting pictures on a wall. Today, it takes more than pictures.

Important in your understanding of Reply-O-Letter as a great selling medium is that it paints compelling word pictures and *it costs you less*. You combine three expensive typing jobs in one . . . *salutation, address, and the recipient's "signature"*.

Reply-O-Letter costs less than the "so-called" processed letter; less than a multigraphed, filled-in, letter; scarcely 10% more (*in the mail*) than a printed letter . . . and it outperforms all three!

But beyond cost advantages, you can also tap the experience of a 24-year old direct mail organization. When you are pressured for new ideas, you may find we already have solved the problem you face. Our staff can save you costly errors . . . help you achieve success with the great selling medium they know so well . . . Reply-O-Letter. All at no cost to you.

Write today for the Reply-O-Letter booklet
on the 3 R's of Direct Mail . . .

REPLY-O-LETTER

7 Central Park West
New York 23, New York



Elliott

ADDRESSING MACHINES

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone
book or write to The Elliott
Addressing Machine Co.,
127 Albany St., Cambridge
39, Mass.

PHOTO-ENGRAVING

You can measure the success of
your printed promotional material
more accurately by selecting
"Horan" in the preparation of
quality *Black & White*, *Benday*
or *Color Process* printing plates.

In the production of dependable
photo-engravings the human element
is as great a factor as the
best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR
FILM ON PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The
Art and Technique of
Photo Engraving" will
aid you with your production
problems. Send
\$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
MUrray Hill 9-8585
Branch Off.: Newark, N. J., Allentown, Pa.

and white plastic gas pumps attached
to a 3" card. Printed in three colors
and mailed in a plain box, the dramatic
mailing was an eye-catching introduction
... telling how SSM will cover the
booming service station market.



□ **A FIRST FOR MASA OF N. Y.:**
Mail Advertising Service Assn. of New
York's annual Christmas party on Dec.
14th marks the first organization affair
held in New York's beautiful new Hotel
Manhattan. "THE XMASA NEWS", a
special Christmas party promotion to
members, announced the big "first". The
much-publicized Hotel Manhattan has a
luxurious modern ballroom holding 300
people. MASA of N. Y. has done a fine
job of promoting their Manhattan ball-
room "debut".



□ **IF YOU PRINT ON PENINSULAR,**
you're invited to enter the paper com-
pany's new "Job-Of-The-Month" contest
... open to advertisers, agencies and
printers using Peninsular cover or text
stock. Three winners will be selected
each month on the basis of overall
superiority of the piece, its ability to
accomplish promotion or commercial
objectives, excellence of design, printing
and suitability of paper stock. A board
of graphic arts experts will judge entries
... and each winner will receive an
inscribed award certificate. Ten copies of
each job, with production data, should
be sent to: Peninsular Contest, P. O. Box
2256, Detroit, Mich.



□ **ANOTHER PAPER CO. CONTEST**
is getting attention for Munsing Bond
in the Minneapolis-St. Paul area. It's
Kimberly Clark Corp.'s Munsing Bond
Identity Contest ... a six-piece direct
mail promotion launched through Minne-
sota Paper & Cordage Co. of Minne-
apolis. Minneapolis-St. Paul area print-
ers, lithographers and ad men receiving
the mailings are asked to identify famous
landmarks. Clues are given via large
photographic blow-ups with short hint-
ing captions. Produced in 13½" x 4¼"
folder size, each of the contest pieces are
naturally printed on a different Munsing
stock.

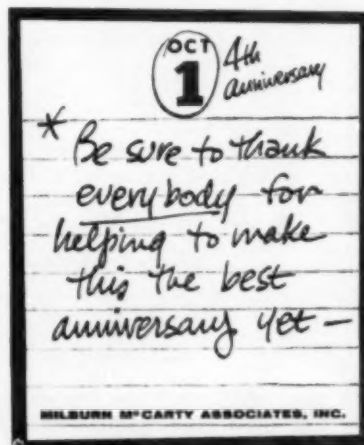


□ **THE N. Y. EMPLOYING PRINT-
ERS ASSN.** has started a lithographic
newsletter for members. Titled *Litho-
graphic Division Bulletin*, it gives brief
easy-reading tips and ideas on new
products, finance, management and indus-
try news. Material is edited by Charles

W. Letham, NYEPA lithographic con-
sultant; Edward Blank, Rogers Kellogg
Corp. and John Sheridan, NYEPA cost
and accounting manager. While published
at regular intervals for members, you
might be able to get a copy by writing
to NYEPA Headquarters at 461 8th Ave.,
New York 1, N. Y.



□ **ANNIVERSARY ANNOUNCE-
MENTS** don't always have to be done
up in company history book form to get
attention. For example, Milburn Mc-
Carthy Associates, New York public re-



lations firm, used the sheer simplicity
illustrated here to announce their 4th.
Memoed note was printed in black on a
4" x 5" card, with Oct. 1 in red. Simple
... but sincere.



□ **DID ALL OF YOU** who didn't see it
originally ... write to Nation's Business,
1615 H St., N.W., Washington 6, D. C.
... and ask for a reprint of "How to Say
What You Mean"? Worth reading and
filing. Single copy price 15c or \$11.25
per hundred. A frank discussion of the
problems of business communications.



THE REPORTER STAFF extends
seasons greetings to all our friends around
the world. Have a merry year ... but
keep it safe enough so you'll live to par-
ticipate in the excitement of a brand new
year. The Reporter has enjoyed, during
1957, its best and biggest year ... thanks
to all our advertisers and to the hundreds
of you readers who sent us news, case
histories and ideas for editorial coverage.
We promise that in 1958 we'll continue
to give the best that can be found in
direct mail information.

"results?"

*... we get them with direct mail — and
a lot of the credit goes to our printer"*



Ask any successful executive like Luther Breck, of Breck's of Boston, why it's a good idea to call in your printer at the planning stage of a direct mail campaign. The answer you'll get is that successful mailing programs depend on wrapping up fresh ideas in a really effective package. That's where your printer can help.

Today's printer is more than a craftsman. He's an idea man, too, and an expert in helping you find the most attractive and effective way to present selling ideas economically. He's a happy combination of ideas, service and skill. And to help your direct mail programs succeed, this combination is yours for the asking.

You'll like working closely with your printer, lithographer or screen processor. We know because we've done it for years in bringing them the quality papers they need to serve you best — *the most complete line in the world!*

The Mead Corporation, Dayton 2, Ohio.

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta



LUTHER BRECK, JR.

President
Breck's of Boston
America's oldest
specialty mail order house
Boston, Massachusetts



Kenneth Harris
104 East Severn Road
Norfolk 5, Virginia

ADVERTISING IS AN ART

A delightful talk
presented at 3rd District Meeting
of Advertising Federation of America
on October 19, Norfolk, Virginia

ONE OF THE PERENNIAL INSANITIES of American life is the constant flood of "How to Do It" books, "How to Do It" articles and "How to Do It" speeches. Even a slight amount of reflection makes it perfectly obvious that most of this is fairly ridiculous. I suppose no one would take seriously a book titled *How to Become President of General Motors*, nor would very many buy it with the expectation that they would thus be in line for Harlowe Curtice's job. But every year an awful lot of people buy books titled *How to Write Copy* or *How to Make Effective Layouts*, with the naive notion that they will find therein rules for becoming the creator of great advertising.

I can report from personal knowledge that many people have even bought a book called *How to Make a Living as a Painter*. So many have bought it that it is now going into a second edition, although it is axiomatic that *nobody* can make a living as a painter . . . and the book hasn't changed that much, if any. In this particular case, I am pleased, because I wrote the book. But it doesn't change the fact that "How to Do It" books are sort of silly, except in matters of mechanics. By following instructions in a book, it is possible to build a boat. But it is not possible, by any set of rules ever constructed, to become original and creative.

"Follow the Leader"

That, when you think about it, is self-evident. It's not possible to write rules for originality. When you follow rules, you must reach a predetermined goal. So that goal can not possibly be original.

Will Dwiggins, for example, wrote a very good book called *Layout in Advertising*. Now, as you know, Dwiggins was a genius, who put the stamp of his own individual style on everything he touched. His book was remarkably fine. But no one who read it became able to do what Will Dwiggins could do (although a lot of people tried). The book's result was a lot of fourth-rate imitations of Dwiggins. I did some myself. And while imitation may be, as they say, "the sincerest form of flattery," it is, of course, the exact *opposite* of originality. Nobody else can become Will Dwiggins by reading a book . . . any more than they can become Marlon Brando by tearing their undershirt.

This has been proved a thousand times. There are a great many rules about layout. There are a great many rules about copy, about painting, about any field of creative work. But as Robert Lewis Stevenson once said: "Maxims are for mediocre people, to console them in their mediocrity." It has always been characteristic of

original people that they *break* rules.

Rules are merely sign posts that get you to the edge of town. If you are going to explore any new country, you have to go beyond there . . .



where you must be guided by your own particular star. There are no maps out here, and you can never be sure you are going in the right direction. That is why it's lonely, and that is why it is exciting.

'Just Plain Boring'

Now, it seems to me that as advertising grows, it may be in danger of losing this willingness to explore . . . that it may be trying too hard to be careful with all that money. Because betting on originality is far from a sure thing, and you can lose customers and accounts and business that way. It's safer to stick to the tried and true . . . to the formula that has

worked in the past. And that is what is usually done. I think that is what is being done more and more.

In my frank opinion, what is wrong with most advertising is that it is just plain boring . . . just deadly dull. Most of it doesn't have nearly enough acid in it to burn a hole in a pocket handkerchief, as the saying goes. And I understand, my stomach can do that without trying. As five New York doctors have proved, you can go into natural sound restful sleep without drugs, while listening to a lot of commercials.

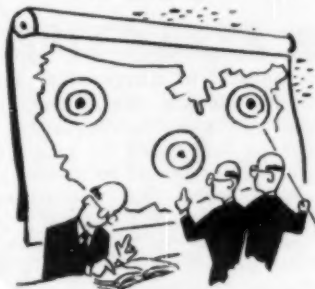
Now, I was in the advertising business for a long, long time. It seemed to me that there were two completely different kinds of people in the business who were fighting for control: There was the sharp-pencil-boy on one side . . . precise, neat, and loaded with facts. And on the other side, there was the scribble-on-the-back-of-an-envelope boy . . . casual with a crooked neck-tie and loaded quite often with no facts at all — just plain loaded. These two types were completely different in everything they did. If both came to work late, the sharp-pencil-boy came bustling in, gleaming with a soap-scrubbed forehead . . . giving the impression that he was delayed by a conference with a promising client. While the back-of-the-envelope-scribbler came in needing a shave, and giving the impression that he had been delayed by a conference with a member of an old, old profession which has never used advertising, or needed to. At quitting time, the sharp-pencil-boy left his desk a clean gleaming bare expanse of mahogany. The scribbler-on-the-back-of-envelopes sat gazing out the window across a desk covered with a blizzard of paper and layouts, where there was hardly room for the beer bottle.



Two Trades in Advertising

I will admit to prejudice in this matter . . . I was not a sharp-pencil-

boy. I spent my days in the advertising business scribbling on the backs of envelopes. Then, quite often, losing the envelopes. But I always was grateful for the sharp-pencil-boys, and was glad that the battle was pretty much of a stand-off. Because I had the feeling that both of us had a job which the other couldn't do. When we got the Comet Rice account, for



example, it was the sharp-pencil-boys who discovered rice is eaten most by people in sea coast towns. And, that consumption of rice varies as the distance from salt water increases. And when we handled the Armour Fertilizer account, it was the sharp-pencil-boys who knew which counties in Florida had to be covered by citrus grove copy, and which papers in Maine we needed to advertise to potato farmers. Now those are the kind of things that I am glad to know, but would rather die than dig up.

On the other hand, once these data were piled up, our sharp-pencil-boys went away, and let us try to do some advertisements that would get read, and that would be believed. And if they bothered us, we threw bottles at them (and we had plenty of bottles). It worked out pretty well. Our advertising had a sound basis in research and marketing information. We knew who we were aiming at. They gave us the range, and then we loaded the guns.

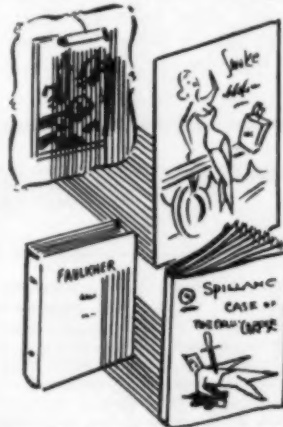
What I am saying, of course, is: there are two completely different trades in advertising. There is the science of advertising; and entirely separate from that, there is the art of advertising (of course, you understand that I am not talking about "artwork"). To become proficient in the science of advertising is one thing. To become proficient in the art of advertising is another. The two are inter-dependent . . . and when either becomes too much emphasized, the results suffer. Neither, by itself, can do a complete job.

I think it was John D. Rockefeller who said once that he didn't want

executives who became too involved in the daily operations of business. What he wanted was executives who found time, everyday, to put their feet on the desk and dream for an hour of what the Standard Oil Company might be. And if I may paraphrase that: what advertising needs is not more men who know market research, and statistical methods, and opinion polls and consumer testing . . . but more men who sit looking out the window into space, dreaming of what advertising might become.

A Dangerous Direction

Let me repeat that I am not opposed to scientific approaches toward advertising . . . although I think they can go too far and become not only foolish, but misleading. If Shakespeare had to depend on his Nielson rating, even today, then *Hamlet* would have to be considered about 1/10 as good a drama as *Mau Perkins*. And *Madame Butterfly* would have to be rated about 1/16 as good an opera as *Death Valley Days*, or any other horse opera you care to name. Mickey Spillane, on that basis, is a better writer than William Faulkner. Jon Whitcomb is a better painter than George Braque. All of it, of course, is completely



asinine. It is asinine because it reduces public taste to the lowest common denominator. If advertising is going to do that, then it will capitalize on cheapness of thought and cheapness of vision for a little . . . then suffer the quick and permanent death of cheap music and cheap emotion and cheap art.

I have the feeling, as I said in the beginning, that there is some tendency today in that direction. The public does not analyze advertising in this way. But if they find it dull . . . repetitious . . . meretricious . . . then they are judging it nevertheless. And they are judging it as an art, and

not as a science.

As a science, advertising has gone far. As an art, I am of the opinion that it has a long way to go. It is easy to see why this difference has come about. The scientific facts of marketing are susceptible of proof. They are facts that can be demonstrated by graphs and charts and tables of statistics. The art of advertising on the other hand is an evanescent thing, as any creative work must be.

The sharp new twist of words . . . the startling new shape of layout . . . the off-beat untried appeal . . . the strange new pattern dreamed up by a man looking out a window into space . . . who can prove that it will work? — who can say what it will do? It's easier to sell a client on the old reliable . . . the boastful phrase . . . the unresolved comparison . . . better, firmer . . . tastier . . . softer . . . the trade mark in the usual place . . . the girl smiling at the loaf of bread . . . the money-saving coupon in the corner . . . the sentence completed in twenty-five words or less. You can't argue with success.

But you can. And if you are to make a place for your product, you must argue with *success* . . . by finding new ways to make your own success, just as these were once new ways that are now so old and worn

out. The art of advertising is like any other art: it must be creative, original and valid.

How to do it? Well, as I started out by saying, "there are no rules — there cannot possibly be." You have to wing it. But it makes the business a lot more fun.

Advertising's Not On Trial . . . Or Is It?

Allen Gallschalt, head of the first agency I ever worked for, had a thing he said to clients which surprised me the first time I heard it. A man who made handkerchiefs or pencils or hats would be trying to decide whether or not he wanted to put some money into advertising. And Allen would say: "Let me point out that you are not trying to decide whether or not advertising will be profitable. *Advertising is not on trial.* Thousands of people, including this agency, have proved innumerable times that advertising is profitable. That is an established fact. All you are deciding is whether or not you want to participate."

That's true. Advertising, as a method of making money for clients (and for agency people, too) is not on trial. An awful lot of people, including me before I reformed, have proved long ago that advertising is profitable.

But in another sense, advertising is on trial every time anybody in the business sits down to write or design an advertisement. Every advertisement which tends to cheapness in language or shabbiness in design . . . every advertisement which is vulgar, or garish, or hackneyed . . . every advertisement which is dull, and tasteless and boring brings down the general level . . . makes it tougher on the next guy — tougher on you next time. And every advertisement which gleams with a spark of fire from a new angle . . . every advertisement which is polished to a new lustre . . . every advertisement which has something in it of beauty and honest forceful words . . . each one of these raises the level — gets seen — gets read — and sells merchandise.

Remember this: no matter how scientifically you approach the problems of advertising, the results that the public sees are in the form of drawing and painting (which is an art) and in the form of written language (which is an art) and in the form of typography (which is an art). It is on this basis that your work must be judged by the people who see it, and their judgment is final. What is judged as an art must be created as an art.

COMPETITION LESS THAN OTHER MEDIA

Reporter's Note: We liked this item in the always good "In Transit," monthly house magazine (now in 20th year) of Atlanta Envelope Co., Atlanta, Georgia. Item was stimulated by a talk made by Edwin W. Ebel, vice president-advertising of General Foods Corp. at a meeting of Association of National Advertisers. Read carefully. You might show it to your local newspaper publisher if he still persists in printing stories or advertisements detrimental to direct mail.

THERE's been talk that direct mail has lost some of its effectiveness because "too much is being used." "Too much" can only be a fit epithet if your prospects are bombarded with more mail advertising than other forms of advertising.

We were, therefore, interested in the following survey of other forms of advertising exposures — recently reported by Mr. Ebel.

"My office did some research — it

represents a picture of one family — but is typical of many.

John who commutes to work: his wife, Mary; their two children.

John reads the *New York Times* on his way to his office. In the evening he reads the *New York World Telegram & Sun*, and brings that paper home with him for Mary. Both John and Mary also read their local evening newspaper. On one particular day, the three papers contained 510 display ads.

"John took a bus to the railroad station. There were 23 car cards in the bus — and 40 posters in view along the path John traveled from bus to train. In the railroad car, there were 41 car cards; at Grand Central Terminal, along the route he took from train to subway, he passed 63 posters. Car cards in the subway car numbered 49.

"The radio was turned on at home

from 7:30 to 8:30 in the morning — and from noon to 1 P.M. During these hours 37 commercials were spoken or sung. Mary used the car from 3:30 to 4:30 in the afternoon, turned on the radio, 16 more commercials. She also passed 178 outdoor ad signs.

"During the day, Mary managed 80 minutes reading of *Life* and *Good Housekeeping* — containing 447 ads. The children devoured two comic books — with 50 ads. Television was turned on from 5 to 10:30 P.M. — commercials totaled 64.

"Altogether the family was exposed to 1,518 advertisements that day."

We can only conclude that today's competition for the consumer's attention is terrific . . . and that the only reason there *seems* to be so much direct mail is because the medium calls attention to itself more forcefully.

ONE OF THE MOST POPULAR consumer eye-catchers in drug stores are those colorful toothbrush displays. No matter who's vying for space on the retail druggist's counter, you're bound to see at least one or two manufacturer's toothbrush racks in a prominent location. But even though toothbrushes are a drug store staple, this precious space must be earned by aggressive salesmanship . . . because competition is keen.

One of the keenest competitors in the counter space race is Lactona Incorporated of St. Paul, Minnesota. This major manufacturer sells their brushes through some 800 wholesale drug houses, as well as 80 manufacturer's representatives who also sell other drug products. But while Lactona does not sell direct by mail, they make good use of mail order methods . . . to build "plus business" for sales reps and wholesalers.

"But from time to time," says Mr. O'Connor, "we do have direct mail campaigns offering bonus goods or extra profit deals . . . such as Lactona Rack Offer No. 1370."

This particular offer, illustrated here, shows the usual format of Lactona's mail campaigns. It's a double post card . . . with full-color illustration of the rack and Air Mail return order card. The assortment of toothbrushes as well as the size of the rack offered were created from a composite of ideas gathered in the field. "The whole offer," says Mr. O'Connor, "was based on ideas submitted by salesmen who actually knew from practical sales experience just what

Rack Offer No. 1370 was mailed Third Class from New York to Drug Topics Publishing Company's list of 60,000 retail drug stores.

Naturally, the manufacturer's representatives and wholesalers' salesmen wrote many personal orders for Offer No. 1370 . . . which cut down the mailing returns to Lactona. But here's how the sales manager describes this mailing's "plus business" benefits:

"Order cards returned to us calling for Lactona merchandise were, in a good many cases, sent from drug stores where our sales agency representatives or wholesalers' salesmen

did not make contact. We figure that a larger proportion of the cards returned to us were 'plus business,' because the cards came from smaller towns and places where our sales representation was not good.

"And too, we feel that even though a drug store does not return an order card to us, he does receive our literature and knows about our offers. This paves the way for our salesman when he makes a call."

With well-planned offers suggested by front-line salesmen, well-designed mailing pieces and well-selected lists . . . it's no wonder Lactona is doing "plus business" on the nation's retail drug counters. And with a "plus" return over and above 15%, it's no wonder either that Mr. O'Connor calls No. 1370 "the most successful offer we have ever made." ●

Lactona Rack Offer No. 1370

PREPACKED WITH FREE GOODS

LACTONA
Genuine Natural Bristles
6¢ ea.

**PAY FOR 2½ DOZEN
GET ½ DOZEN FREE**

Progressive druggists everywhere are
packing Lactona Brushes. Special
prescriptions for Lactona brushes
sent patients to Drug Stores.

LACTONA - "The Drug Store Toothbrush"

Contents
12 Doz. No. 12 Adult, Extra Hard Natural Bristles \$1.80
12 Doz. No. 12 Adult, Hard Natural Bristles 2.00
12 Doz. No. 12 Adult, Medium Natural Bristles 2.20
12 Doz. No. 12 Adult, Hard Tap root Bristles 2.40
12 Doz. No. 12 Adult, Medium Natural Bristles 2.60
12 Doz. No. 1259 Adult, 100% TUFFED 2.80

Less 5% Wholesale Quantity Discount \$1.80
\$1.80

PREPACKED UNIT—FREE GOODS INCLUDED

Unit value @ \$1.80 each P.T.M. \$21.60
Cost 13.30
Profit \$8.30

46.4% PROFIT

Offer expires Oct. 31, 1957

Sold only Through Your Wholesaler

BUSINESS REPLY CARD

No postage stamp necessary if mailed in the United States.

NO POSTAGE WILL BE PAID BY

LACTONA INCORPORATED

250 East Ninth Street

Saint Paul 1, Minnesota

VIA AIR MAIL

FIRST CLASS
PERMIT NO. 295
St. Paul, Minn.

Remember 1 only stamp
needed when you mail
your correspondence
LACTONA

Offer No. 3108
**DOZEN FREE GOODS INCLUDED
DOZEN—GET 1 DOZEN FREE**

12 Doz. No. 12 Natural Bristle Hard \$11.20
12 Doz. No. 12 Natural Bristle Medium 11.00
12 Doz. No. 12 Natural Bristle Hard 5.00
12 Doz. No. 12 Natural Bristle Medium 5.00
12 Doz. No. 1259 TUFFED Medium 11.00
12 Doz. No. 1259 TUFFED Hard 11.00
12 Doz. No. 1259 TUFFED Hard 11.00
12 Doz. No. 1259 TUFFED Hard 11.00

Less 5% Wholesale Quantity Discount \$1.80
\$1.80

46% PROFIT

Offer expires October 31st, 1957

Please ship with next order: LACTONA Rack Offer 1370
LACTONA Rack No. 3108

INCORPORATED - Saint Paul 1, Minnesota
Sold only Through Your Wholesaler

Loyalty Sunday, Direct Mail and "The Answermen"

HOW A CHURCH WAS "SOLD" THROUGH A "UNIFIED BUDGET PLAN"

WESTWOOD COMMUNITY Methodist Church, 10497 Wilshire Boulevard, Los Angeles, California, is one of the most progressive in the West. Its Mental Health, Young Adult, Little League, Bible Class and other programs make it a focal point of community activity.

But to operate this spiritual "community center" takes plenty of money . . . particularly to match the booming growth of Los Angeles. Church maintenance and operation required a fund-raising goal last year of \$180,000 . . . double the amount needed for

the previous year.

Tackling this big fund-raising assignment, Minister Melvin E. Wheatley and the Fund-Raising Committee put together a "Unified Budget Plan" designed to explain the needs and enlist the support of every church member. It was the church's complete "blueprint for living and growing."

To promote the overall Plan and raise the needed funds by mail . . . the church called on two professionals for help. They were Martin Klitten of Martin R. Klitten Co., who created the mail campaign; and Bob Hemmings

of Burroughs Direct Mail Advertising, who handled production.

No Response Asked For

The campaign was simple . . . and sincere. It included seven weekly mailings to both members and non-members of the church. Simple as it was, the premise was unique . . . because no direct response was asked for until the last letter. The campaign was created to build attention and reaction to only two outright points of action:

Church for Sale!

WESTWOOD COMMUNITY METHODIST CHURCH
10687 Wilshire Boulevard, Los Angeles 24, California
GRanite 9-7793

A black and white illustration of a church building with a steeple. A large sign is attached to the front of the church that reads "VALUABLE GOING CONCERN". The church has multiple windows and a prominent entrance.

Dear Fellow-Member:

It may be news to you, but we are going to sell Westwood Community Methodist Church! At least, we are going to try. We're going to sell the grounds, buildings, traditions, the services - yes ... even the chimes in the Spire.

Certainly it would leave a void in our lives to drive down Wilshire and find only a sprawling, weedy lot where Westwood Methodist's lighted spire now points toward the skies. Each of us would feel a deep, personal loss and shock of shagrin if our minister, staff, and church should suddenly disappear. Each of us would know a loneliness in our individual spiritual lives. And if that gives you a sharp twinge, it's understandable - but don't let it because we're going to sell it TO YOU!

Until now, only a relative handful of our members have shared the full satisfaction of maintaining our church and its activities ... men and women who expended more on the "luxury of giving" than on fleeting pleasures of the moment. Down the years, they (and you may be one of them) have supported our church to the very best of their ability. Today, it's doubtful whether they really miss the excess worldly goods or entertainment that their pledges might have purchased.

Now, with the new Unified Budget, the rest of us have a unique opportunity to share in this rich satisfaction. No longer can the "luxury of giving" be limited to a handful of members. Today, through our new "blueprint for living and growing" ... we can all participate in full measure. What we w

(more)

Ask the ANSWERMEN about a Church for Sale!

individually and collectively, will determine what the Church can do! We are the Church - and the success or failure of our Church to grow depends on us - and what we do - and upon how solid we are on the goals that we may achieve by working together through our Unified Budget plan.

The success or failure of our growth rests with us!

The success or failure of our new "blueprint for growing" rests with just one person. With YOU.

Meantime, please remember - the Westwood Community Methodist Church ... its services and its future ... are for sale.

Sincerely yours,

Robert P. Carson
General Chairman

P.F. Please keep this letter as there are several more to come. When the series is completed, I will ask each of you to read each one through just once more, beginning with the first and continuing through to the last. After that, it will be up to you to show whether we have been successful in selling YOU our Westwood Church - the grounds, the buildings, the traditions, services - and the future.

Now, with the new Unified Budget, the rest of us have a unique opportunity to share in this rich satisfaction. No longer can the "luxury of giving" be limited to a handful of members. Today, through our new "blueprint for living and growing" ... our new Unified Budget, each of us will be able to participate in full measure. What we do,

(more)

Ask the ANSWERMEN about a Church for Sale!



Church for Sale!

WESTWOOD COMMUNITY METHODIST CHURCH
10497 Wilshire Boulevard, Los Angeles 24, California

ED-4010 9-7733

March 18, 1957

Dear Fellow Member:

"The services of the Westwood Community Methodist Church ..."

When you read the above line, did you think of the Morning Services at 9:30 and 11 a.m. on Sunday, or did you consider the term in its broadest sense, which includes all of the many fine services rendered by our Church?

For instance, did you think of the all-important service of organizing and maintaining an efficient staff for the religious education of our children - the Church Sunday School? Did you consider the baptismal services, the marriages of these events? people ... the accurate records of these events? Did you think of our many youth groups and activities - the H.Y.T., the M.Y.F., the college students and the Young Adults? Did you think of the Mental Health Clinic, WSCS activities, the necessary committee meetings, and the many scheduled events that take place at Westwood Methodist?

Let's hope so, because each plays a vital role in our "blueprint for living and growing."

Just for a moment, consider the typical activities sponsored by our Church for all age groups. Drop in any day or evening (as many of us do) and you'll find committees and committee members engaged in a spirited debate, or The Shipmates planning a party; members of the Bible Class in the midst of a discussion; a number of fathers attending a Little League meeting; the Camera Club engrossed with light meters, and somewhere in the background, the

Page 2

voices of a choir. One thing is certain: you'll find something going on.

Maybe the key words are "community church".

Westwood Methodist is a "community church" in the best sense of the word ... a spiritual center and a thriving community center for members of all ages. That's a prime reason why sale of our Church through the Unified Budget is so important.

Our services differ sharply from conventional business services in that this is a two-way street. Their success depends to a great extent on how much you give of your time ... how much you give of yourself. The "blueprint for living and growing" depends on you.

Will you "buy"?

Sincerely,

Robert P. Carson
ROBERT P. CARSON
General Chairman

Church for Sale!



VALUABLE
GOING
CONCERN

COORDINATING COMMITTEE

Mr. & Mrs. J. L. Brown
Mr. & Mrs. Robert P. Carson
Mr. & Mrs. E. C. Carson
Mr. & Mrs. Frank H. Crawford
Mr. & Mrs. Hugh H. Crawford
Mr. & Mrs. Martin H. Crawford
Mr. & Mrs. J. L. Sparring
Mr. & Mrs. Paul M. Welch
Rev. & Mrs. Edward B. Wright

GENERAL CHAIRMAN

Mr. & Mrs. Robert P. Carson

EXECUTIVE ASSISTANT

Rev. & Mrs. Edward B. Wright

DIVISION No. 1

Mr. & Mrs. David M. Ware

DIVISION No. 2

Mr. & Mrs. J. L. Sparring

DIVISION No. 3

Mr. & Mrs. J. L. Sparring

DIVISION No. 4

Mr. & Mrs. J. L. Sparring

DIVISION No. 5

Mr. & Mrs. J. L. Sparring

DIVISION No. 6

Mr. & Mrs. J. L. Sparring

DIVISION No. 7

Mr. & Mrs. J. L. Sparring

DIVISION No. 8

Mr. & Mrs. J. L. Sparring

DIVISION No. 9

Mr. & Mrs. J. L. Sparring

DIVISION No. 10

Mr. & Mrs. J. L. Sparring

DIVISION No. 11

Mr. & Mrs. J. L. Sparring

DIVISION No. 12

Mr. & Mrs. J. L. Sparring

DIVISION No. 13

Mr. & Mrs. J. L. Sparring

DIVISION No. 14

Mr. & Mrs. J. L. Sparring

DIVISION No. 15

Mr. & Mrs. J. L. Sparring

DIVISION No. 16

Mr. & Mrs. J. L. Sparring

DIVISION No. 17

Mr. & Mrs. J. L. Sparring

DIVISION No. 18

Mr. & Mrs. J. L. Sparring

DIVISION No. 19

Mr. & Mrs. J. L. Sparring

DIVISION No. 20

Mr. & Mrs. J. L. Sparring

DIVISION No. 21

Mr. & Mrs. J. L. Sparring

DIVISION No. 22

Mr. & Mrs. J. L. Sparring

DIVISION No. 23

Mr. & Mrs. J. L. Sparring

DIVISION No. 24

Mr. & Mrs. J. L. Sparring

DIVISION No. 25

Mr. & Mrs. J. L. Sparring

DIVISION No. 26

Mr. & Mrs. J. L. Sparring

DIVISION No. 27

Mr. & Mrs. J. L. Sparring

DIVISION No. 28

Mr. & Mrs. J. L. Sparring

DIVISION No. 29

Mr. & Mrs. J. L. Sparring

DIVISION No. 30

Mr. & Mrs. J. L. Sparring

Ask the ANSWERMEN about a Church for Sale!

Here are just two of the letters in the series. Low Pressure, straight forward copy creates the right mood.

1. A Personal Visit from an "Answerman":

This was a representative from the church who called merely to answer questions about the Unified Budget Plan. Said the copy leading up to his call:

"The 'Answer Man' carries no blackboard ledger or quill. He will not visit you to record the pledges you may wish to pledge ... and he carries no leather pouch to collect pieces of silver or gold. Pointedly ... he cannot accept any tithes you may wish to give. That business is between you and God."

2. Loyalty Sunday:

This was the campaign's D-Day for Giving ... when everyone was asked to make their pledge. As a final postcard reminder in the campaign put it:

"Sunday, May 5th, is *Loyalty Sunday*. On this day, by our presence, we demonstrate to our Church, to each other, and to our selves, our *determination* to support Westwood Church ... and to sustain our Church in its work. And it is on this day that each of us will show by our presence and by our pledge ... whether we think our Church is worth 'buying'. Is it?"

"Church for Sale"

"Whether our Church is worth buying" was the overall theme for the seven pace-setting mailings. Each of the weekly promotions was designed around the illustrated headline: "Church For Sale!"

And, as you can see by the sample letters shown here, the copy supporting this theme was most convincing of all. Throughout the seven-week drive, convincing copy did a real sales

job ... dramatizing that "success or failure of our new 'blueprint for growing' rests with just one person. With YOU."

The campaign, which cost just \$1,966 including First Class postage, got results. As of October, it had brought in pledges amounting to \$150,000 ... and it's estimated that a final accounting of additional pledges being received every day will easily reach the \$180,000 goal.

This low-budget winner in DMAA's '57 Direct Mail Leaders Contest contains a sound lesson in direct mail fund raising: A unique, low-pressure plan, carried to people through convincing copy, can and will create cooperative "unity." And that cooperative "unity" is what "sells" an institution. ●

is is how it all started.

At long ago, I went to a sales managers' convention. One of the speakers, who seemed to know everything about everything, had us awake one afternoon with a statement something like this:

A cheery word at breakfast is what makes the salesman's day. Find the noble wife who sends her husband off in the morning with enthusiasm for his work and you'll find a successful man. The top salesman's wife takes an interest in his problems. She cheers him in the morning and applauds him at night. She is his star, his jewel, his all-in-all. She is the guiding beacon of the family partnership. It is the wife who turns the stumbling salesman into a shining star. She should get the credit...

"...or at least a little cash."

Since then, I've checked this theory with a few wives, and find it quite generally accepted. When wives please salesmen, salesmen try to please wives...but wives seldom get the credit they deserve and the cash they receive is usually second hand...perfectly good, but sometimes inadequate.

Well, your husband's firm is selling Knipco heaters this fall, and his particular problem, this month, is to sign up more "Knipco Dealers" (they give him an original order for three heaters). Naturally, we'd like to see him sign up as many as he can, as soon as possible.

That's why I'm writing you.

We'd like to have you, as the "guiding beacon" of your partnership, interested in Knipco, and, if your team is successful in establishing Knipco dealerships, we want to be sure that you get the credit, and...

A little cash as well.



September 6, 1957

Dear CWABer:

Emergency!

One wife with a stack of unsigned checks called me long distance yesterday.

"Look", she said, "this Cheery Word At Breakfast idea is great...except that my star boarder wakes up every morning with a king-size, no-filter-rip grouch on. If I'm cheery it just makes him worse, so I learned, long ago, that he likes the Quiet Type. That's me. So he goes off each morning without thinking of Knipco. Can you help me?"

No sooner said than done. We're sending her a handful of the enclosed "Nab Another Knipco" stickers...and made a few extra for you.

They'll stick most anywhere...on the sport page of the newspaper, the bathroom mirror, under the bacon, on his car windshield or speedometer, under the coffee cup, on his shoes - there must be a million places in your house.

Try a few. They may start more of those \$5 00 checks rolling your way.

Hope so.

E. J. "Tex" Erp

E. J. "Tex" Erp,

That's why you'll find \$150.00 in \$5.00 checks enclosed. They're yours...and there are more where they come from if you need them. These are perfectly good checks...all they need is a satisfactory signature - and we'll be happy to provide that.

The enclosed sheet shows you how to arrange for the signature. But your first step is:

Follow that speaker's advice; keep your husband happy; running in high gear; ready to conquer the world. Be sure he has a "Cheery Word at Breakfast" every morning (if he's out of town, better write him a note)...and if you'll just sing out "Nab another Knipco" when he leaves the house, you'll keep his energies on the right track.

Whenever he does "Nab another Knipco", reach for a check. Start it on its way...first to his sales manager, then to me.

My pen is full of ink and there is no limit to the number of checks I'm willing to sign, under these conditions.

I'm sure you'll be able to handle the problem of disposing of them. I think that's the whole story. I have only one more thought to add. These are good heaters. Users like them. Dealers make more money when they carry them. So whenever your husband "Nabs another Knipco", he honestly does a real favor for the dealer, the dealer's customers, himself, his firm, me, and...until October 31st, certainly...

VP, with CWAB

For you.

E. J. "Tex" Erp
E. J. "Tex" Erp,
President

No. 1030

KNIPCO

BOX 887, DAYTON, OHIO

PAY TO THE ORDER OF Edna Thompson

EXACTLY \$5 AND 00 CTS

THE WINTERS NATIONAL BANK & TRUST CO.
DAYTON, OHIO

THIS CHECK GOOD FOR FIVE DOLLARS WHEN PROPERLY SIGNED

Here's all you need to know and do

1. Read your husband's copy of "Profit with Knipco in 1957."
2. Agree, with him, that Knipco heaters are good for his dealers, and that it should be easy to "Nab" another Knipco Dealer at every call. (A Knipco dealer is one who orders for immediate delivery at least one \$150 and two "Thirty-50" heaters at one time.)
3. FOR EVERY KNIPCO DEALER THAT YOUR HUSBAND "NABS" BY SEPTEMBER 30, WE'LL SIGN ONE OF THE ENCLOSED CHECKS.
4. When your husband tells you he's "Nabbed" another Knipco Dealer, we suggest you first give him an extra big hug (this will do absolutely no harm whatever), then \$10 in the form of one of

the enclosed checks, with the dealer's name and address and your name and address.

5. At the end of each week mail all your filled-in checks to your husband's sales manager. Do this daily if you prefer. (The sure your envelope is postmarked not later than Tuesday of the following week. September 30 sales are to be postmarked no later than October 1.)
6. The sales manager will group all checks from his firm and send them to me. I'll sign them and mail them back to you promptly.
7. If you need more checks, just send me a postal card at "Knipco, Box 887, Dayton 1, Ohio" and say, "Send me more blank checks." There is no limit.

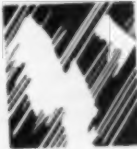
E. J. "Tex" Erp, President
KNIPCO

KNIPCO

BOX 657 • DAYTON 1 OHIO

E. J. ERP
PRESIDENT

September 13, 1957



Know this woman???

She's one of my favorite people. I like to send her checks!

I just want to rain them down on her. \$5.00 checks. A hailstorm of checks. A blizzard of checks. I just can't seem to get tired of sending her money.

I'm sure her husband doesn't mind. Fact is, he's the one who gets me to do it.

Encourage him, won't you? It's good for both of us.

Money. Money. Money. Money. Isn't money fun?

Sincerely,

E. J. "Tex" Erp

KNIPCO

BOX 657 • DAYTON 1 OHIO

ERP
PRESIDENT

Dear Mrs. 5-dollar checks:
I don't know about yours,
but I am beginning to see
five-spots before my eyes
& every
"three-
heater"
dealer
your husband signs up
brings out another one.
Since we have extra time
he still has a couple more

All you
ha ve to do
is to gr in
wh en ev er
you can

Then he will nab & you can
do your Christmas shopping
early ... on Knipco checks

weeks to go
to grab hold
of plenty of
Knipco money
for you...be
sure he gets
those cheery
words in the

mornin' to keep
him nabbin' those Knipco
Dealers all day through
and spawnin' \$5 bills.

E. J. "Tex" Erp
President

September 20, 1957

Dear CWABer:

We're in the home "stretch".
This is the final week of our CWAB "Nab another Knipco"
month. This is the one that really counts.

A "string for your finger" sort of gets in the way, so
that's why I'm enclosing a rubber band for your wrist...
as a constant reminder to keep your husband cheerful and
rolling all week.

He might even "stretch" himself a little this week to
sign up some of the Knipco dealers that might otherwise
wait until October. It'll make no difference to them,
but it will to you.

Let's all "band" together to get more "snap" in the home
"stretch"...
And you can save the band to put around that bundle of
bills that **QAN** be yours yet this week, if...

EJE/77

He makes it snappy.
E. J. "Tex" Erp
E. J. "Tex" Erp,
President

KNIPCO

BOX 657 • DAYTON 1 OHIO

E. J. ERP
PRESIDENT

October 11, 1957

HOW TO ACT LIKE A SALES MANAGER:

Want more Knipco checks? ... (like Ellen Phillips, of Celina,
Ohio, who's now received 25.)
Want to make sure your "sales force" doesn't miss a trick?

Do you suspect that some dealers are skipped because the
salesman "knows" the dealer won't buy?
Then haul out this little packet; toss it on the table.

"Is it sugar or salt?", you ask.
"I dunno," he grunts.

"Well how can you tell?" you insist.
"Can't tell. Have to try it, I guess", he says.

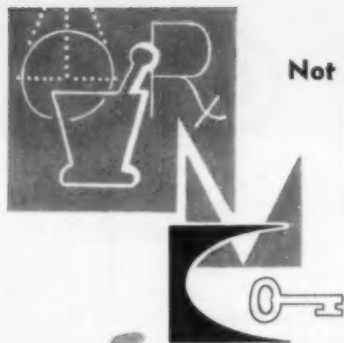
"Exactly", you reply, "and that's the only way to know whether
a dealer will stock Knipco heaters or not. TRY him. If you
'try' enough this week, I'll get that TRY him. If you
wanting and it won't cost you a cent."

Point's made; 'nuf said.

E. J. "Tex" Erp
E. J. "Tex" Erp,
President

P. S. Lend Hubby the sugar-salt. He can use it with reluctant
dealers, too. Sometimes they can't appreciate the profit they
get from Knipco heaters until they TRY, and the sugar-salt
question helps them see that.

* You fill in this space.



Not All Drug Products Are Sold Through Drug Stores . . .

DIRECT MAIL HELPS

50,000 NUTRILITE

DISTRIBUTORS SCORE \$27 MILLION

IN ANNUAL FOOD SUPPLEMENT SALES

NOT SINCE MAN first discovered the vitamin has there been such a drug product boom as there is today in food supplements. Millions of families take supplements regularly . . . to keep their bodies in tune with the stepped-up pace of modern living. During the past five years or so, food supplement sales have been phenomenal.

Kingpin of ever-spreading supplement sales is Mytinger & Casselberry, Inc., 1700 Sante Fe Avenue, Long Beach, California, whose Nutrilite Food Supplement has created a multi-million sensation in the direct selling field.

Basically, Mytinger & Casselberry, Inc. acts as international distributors for Nutrilite. The food supplement is sold directly to consumers through a vast M&C network of 50,000 sales distributors in all 48 states, Alaska, Hawaii and Puerto Rico. This widespread sales force is backed by a powerful program of national advertising and sales promotion.

The story of Nutrilite's sales success was one of the big hits at San Francisco Direct Mail Day last summer. It was there that M&C advertising and sales promotion manager Peggy Shaw gave the inside story of how Nutrilite itself is given an energetic sales boost . . . *with more than a million and a half direct mail pieces per year.*

Here, in a nutshell, is Peggy Shaw's condensed version of how Nutrilite

direct mail is handled, and what it accomplishes:

.

With the real purpose of getting prospect and product together, Mytinger & Casselberry, Inc. sends all its sales material, as well as its training literature, directly to the 50,000 distributors. The sales material ranges from basic nutrition booklets to a prizewinning magazine printed in four colors. All of it reaches the customer only from the hand of the distributor.

These distributors of Nutrilite are all independent sales persons with businesses of their own under a contractual agreement with M&C. Starting in 1946 with less than a hundred distributors in the field, annual sales have grown from less than \$50,000 to \$27,000,000.

Direct mail has been the very bloodstream of the organization from the beginning.

M&C sales management does not fan out from Long Beach through regional sales managers and district sales managers. The only man in the middle is the mail man.

Another unusual feature of Nutrilite direct mail is that fundamental control is exercised *from the bottom* to the top. All material is supplied to the distributors at actual production cost, with no profit to M&C. But the material has to be effective or the distributors will not buy it.

They also vote on the type of national advertising to be used, which has a direct budget effect on the quality and quantity of direct mail material. This year, Nutrilite advertising switched from national network radio time to color pages in the *Saturday Evening Post*, *Ladies Home Journal*, *Look*, *Coronet*, *Cosmopolitan*, *Holiday* and other national magazines.

No matter what media is used, the national advertising is always converted to direct mail material as timely sales aids. The current full-page, four-color ads in national magazines are sent out as attractive four-page pre-prints. These give the distributor a prestige-builder at the point of sale, and also intensify the readership for each ad.

Since M&C is a direct sales organization where the distributors take the product to the prospect, motivating the distributor is the most effective way to bring product and prospect together. But other organizations might allocate more of their budgets to direct motivation of sales people. The sales force will learn more about the product and the manufacturer. Also, direct mail can inform them of product improvements and consumer surveys on the product, giving them more to talk about.

M&C has found that the *best-informed* sales person is the *best* sales person. This should be true for any product. ●



AN ORDERLY METHOD OF LIST TESTING

An Outline For Cooperative Action On The Handling
of Mailing List Tests

by Mary B. McGuire, President, Planned Circulation, New York, N.Y.

DEAR LIST OWNER. . . . As the "In-Between" man in the mailing list business, we are getting our ears pinned back by many Mailers about the inconclusive returns when testing lists.

When a Mailer tests or samples a list, he is trying to find out if the entire list consists of the type of individual or firm that is interested in his product. If the first test proves to be successful, he will retest to verify his first results—and if the list still continues to produce, he generally uses the entire list.

Mailers are telling us that the first test will produce a good return but the follow-ups fall off badly. Numerous reasons might bring about these results, but many of the Mailers feel that one of the main faults is the inadvertent, improper selection and addressing of the tests by the List Owners.

* * *

For your protection, as well as the Mailer's, we are outlining an approved method of handling a Test:

Reporter's Note: The fuss and confusion about list testing has many mail order opeople, list owners, brokers and compilers in a quandary. Returns on various tests have led many mailers to suspect, frankly, that there is a skeleton in the list owner's closet. When good results from an initial test sample don't hold up on the main mailing, list owners are blamed for sketchy selection, bad addressing . . . or just plain selling a pig in a poke. Like the weather, there have been many complaints, but few have done anything about it. But Boyce Morgan's recent article "What's Wrong With List Testing?" (Sept. '57 Reporter) and Harry Hite's recent 100 Million Club talk (Nov. '57 Reporter) now have sparked some constructive action in the right direction. Inspired by Messrs. Morgan and Hites, Mary B. McGuire, president of Planned Circulation, 19 W. 44th St., New York, N.Y., decided to "sit up and take some action on the matter". For the mutual protection of both list owners and mailers, Mary drafted a comprehensive outline for an approved method of list testing. To get their cooperation and improve testing standards, she sent the outline in a four-page letter to more than 4,000 important list owners. It was also mailed to Planned Circulation's entire customer list . . . along with a cover letter outlining four handling suggestions for mailers. This method of List Testing deserves the attention and cooperation of every list owner . . . so here's her letter in full, along with the additional suggestions for mailers. We hope you will follow them, because as Mary says in her letter: "If each of us cooperates—we are certain we will all find a great improvement in list testing."

FILED LIST HANDLING:

■ Lists filed Geographically-Alphabetically (State, City, Name):

DO . . . select a proportionate number of names from each state (according to quantity in each.

DO . . . select a state or states (depending on the quantity of the test) from the six geographic sections of the country . . . New England, Mid-Atlantic, Mid-West, West, South, Pacific.

» If your list is separated by year . . . follow the above procedure for each year that is specified by the Mailer. **Exception:** Some Mailers will request specific states and quantities from each . . . in such cases, follow the instructions on our order to the nth degree.

■ Lists filed Chronologically (or, by Month):

DO . . . select a proportionate number of names from each yearly quarter—January, February, March . . . April, May, June . . . July, August, September . . . October, November, December.

» Follow the above for each year by which your list is separated.

■ Lists filed Alphabetically only:

DO . . . select a proportionate number of names (according to size of the test) and address from the following alphabetical groups—A to F . . . G to M . . . N to S . . . T to Z.

■ Lists that are Combined:

- a. Active Subs. & Expires
- b. Paid & Unpaid Subs.
- c. Buyers & Inquiries
- d. Buyers & Catalog Regs.
- e. Inquiries & Prospects

DO . . . address a proportionate number of both types of names included in the list—and according to method of filing as outlined above.

RECORD KEEPING:

■ **DO** . . . keep an accurate record of the exact names supplied each Mailer on each test or run of the list.

» All Mailers expect the List Owner to omit names that they have previously used from the list—re-use of the names within a short period of time will cause the returns on a good list to drop drastically.

DO . . . keep an accurate record of scheduled *Mailing Dates*.

1. *Protect the Mailer's prearranged mailing date.*

2. Allow one week before and one week after the mailing date on non-competitive offers . . . AND two weeks before and after on competitive offers.

» Protection of the mailing date is of utmost importance to the List Owner for if two offers are being made to the list at the same time, whether competitive or not, the list will not produce for either. The List Owner loses much more (two good customers) than the Mailers.

LATE ADDRESSING:

DO . . . notify the broker if for any reason (late arrival of material—crowded addressing schedule—mechanical difficulties) the scheduled "Return Date" cannot be met.

RETURNING ADDRESSED MATERIAL:

DO . . . wrap each carton or package securely.

DO . . . Clearly mark each carton, package or box with: (1) Name of the List . . . (2) Key Shown On Our Order . . . (3) Name of the Mailer.

DO . . . Repack addressed material in equal quantities per carton.

• In a high percentage of cases, the addressed material is returned to a Mailing House that is doing the physical mailing for the Mailer and if the shipment is improperly marked there is a great possibility that it will become misplaced if it is not easily identified.

DON'T BE GUILTY OF THESE ERRORS:

• Here are some of the complaints we receive daily from Mailers on the addressing of their orders:

1. On a geographical list—starting the test with Alabama and continuing until the requested quantity is reached.
2. Selecting test names from only one section of the list.
3. Addressing newest names only.
4. Addressing only buyers names from a combined list of inquiries and buyers—or active subscribers when actives and expires are interfiled, etc.
5. Duplicating names previously used on a continuation order.
6. Scheduling mailing dates too close.
7. Returning addressed material without identification of list, etc.
8. Not re-packing addressed material uniformly—(if more than one carton is received by you—see that each is returned with the same number of pieces).
9. Lists are not kept clean and accurate.
10. Mailer's specific instructions as to addressing and selection of names are not accurately followed such as, substituting states for those selected by the Mailer without first checking with the List Broker.

• • •

We know you will cooperate and are confident you will secure more rentals on your list if the above instructions are followed. Remember, a well maintained and properly supervised list is seldom idle. ●

HERE ARE FOUR IMPORTANT POINTS MAILERS SHOULD FOLLOW FOR BETTER LIST TESTING

(Outlined in Mary McGuire's Cover Letter
To Planned Circulation Customers)

1 Advise us of the approximate date of shipment of your material to the List Owner

By having this date, we can do a much better follow-up on an order, and it will also give the List Owner an opportunity to accurately schedule your job.

2 Specify an approximate return date on your order.

A return request, such as, "As Soon As Possible" is indefinite and gives too much leeway to the Addressing Department.

3 Identify all shipments of material with your company name—key—order number—etc. If material is being sent to a letter-shop for addressing, specify name of list on carton.

Unidentified cartons have been left untouched until a complaint is received. Blank envelopes and material with no company name cannot be matched up with an order.

4 If you cannot meet the approved mail date—please advise us immediately so that we can clear the date you can meet.

This is for your protection, as well as other Mailers and the List Owner.

IF each of us cooperates—we are certain we will all find a great improvement in list testing.

Behind one of the biggest consumer advertising campaigns this Christmas is a grass roots merchandising program built on the ideal that "Next to personal contact, direct mail is your closest relation with your customers" . . .

NORELCO MERCHANDISING WINS A BIG SHARE OF THE COMPETITIVE ELECTRIC SHAVER MARKET

NORTH AMERICAN PHILIPS Company, Inc., is a highly diversified manufacturer. Besides a wide range of industrial and hospital equipment, they make and market radios, hi-fi equipment and sundry other instruments.

Five years ago, the company entered the electric shaver market . . . with a revolutionary rotary blade model

called the Norelco. The shaver's sales push from the start has been spearheaded by big-budget national advertising in both print and broadcast media. But the electric shaver race is one of the most competitive sales sweepstakes in consumer marketing. Remington-Rand, Sunbeam, Schick all have big-media budgets, too. So in addition to their national advertising, North American Philips gets to the

grass roots with bigtime merchandising on the local level.

Norelco sells through 17 manufacturer's representatives who have a total of 100 salesmen calling on retail jobbers. From top to bottom, Norelco's advertising and sales promotion program is geared to aggressive merchandising . . . via direct mail.

NORELCO CHRISTMAS CAMPAIGN was merchandised to dealers in 100,000 giant self-mailers . . . created around preprint of full-color double spreads now appearing in top magazines. Mailer outlined how "Norelco's 4-power Christmas campaign is pre-selling your customers . . .". Attached order card was addressed to local distributors.

Want an extra big hug for Christmas? . . . Give him a whole new world of shaving luxury . . . a Norelco with rotary blades!



The wonderful rotary blade shave has made Norelco
the largest-selling electric shaver in the world

Makes no difference how he shaves now - with another electric shaver or with old-fashioned safety. There couldn't be a happier man than a Norelco user who has just Norelco Speedshaver and who has a gift idea for his wife.

For him is the famous shaver that puts so bright a sparkle in a man's eyes at the time he gets his first one. This is the largest-selling electric shaver in the world. The fastest-growing shaver in America today.

This is Norelco with rotary blade action. Goodbye to whisker clipping, goodbye to scratching, sharp, hard, and harsh action. Norelco strokes off whiskers smoothly as a barber's razor. And this new Norelco Speedshaver is the best of all.

Put a bright new face on his day every day. This Christmas give him the new Norelco Speedshaver with better brush case. AC-DC \$24.95.

10 REASONS WHY HE WILL LOVE A NORELCO

1. Norelco is a modern design. Not a simple electric shaver but a shaver that gives him the best of all electric shavers.
2. Norelco is self-adjusting to his shaving needs. Not a fixed blade.
3. Norelco shaves smoothly every time he shaves.
4. Norelco shaves every man's face, up or down.
5. Norelco is a perfect example of all the best shavers.
6. Norelco has the same smooth action.
7. Norelco shaves so it is comfortable to the touch.
8. Norelco is a shaver with parts.

THE NEW

Norelco

SPEEDSHAPER



Order Form

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

MAIL TO: Norelco, Inc., Dept. 100, P.O. Box 100, New York, N.Y. 10001



For feminine grooming. The Norelco Speedshaver gives a gentle, soft, smooth, and safe shave. AC-DC \$14.95.



For beard and mustache. The Norelco Speedshaver gives a smooth, safe, and comfortable shave. AC-DC \$24.95.



For beard and mustache. The Norelco Speedshaver gives a smooth, safe, and comfortable shave. AC-DC \$24.95.

On the retail level, Norelco has a solid list of 30,000 dealers . . . for which they create four or five campaigns a year. These promotions are presented by the manufacturer's representatives. . . for which Norelco creates visual presentations which explain the direct mail program to retailers, get them to use them.

On the distributor's level, Norelco creates action-packed direct mail manufacturer's representatives can use to send to their retail dealers.

Overall, the sales aids involved includes countless individual merchandising pieces . . . as you can see by the list of available material for Fall-Christmas, 1957.

Norelco's Christmas campaign this year is more powerful than ever. Television advertising this month includes commercials on three \$64,000 *Question* shows, as well as the weekly *Walter Winchell Show*. Radio commercials will be heard Monday through Saturdays via *Herman Hickman Sportstime* on the entire CBS network. And right now . . . seventeen full-color pages are appearing in the nation's top magazines.

All of this Christmas advertising was merchandised to dealers well in advance. The current full-color, double spread Norelco ad which is now appearing in *Life*, *Time*, *Look*, *Saturday Evening Post* and *American Legion Magazine* was preprinted in a 100,000 self mailers which told retailers how "Norelco's 4-power Christmas campaign is pre-selling your customers with The Power of Television . . . The Power of Color . . . The Power of National Radio . . . The Power of Local Market Advertising. Each of the fullcolor merchandising self-mailers contained a tipped-in order card for obtaining Christmas stock from the distributor.

While it's too early to tell just how well Norelco sales stack up this Yuletide, we do know advertising manager Harry Fry's past merchandising efforts have produced outstanding results . . . the year 'round. In five short years, North American Philips' Norelco has become one of the top four sellers.

In 1958, Norelco will be out to win an even greater share of the competitive electric shaver market . . . with more merchandising that helps distributors sell retailers . . . with more merchandising which builds store traffic . . . with more merchandising which really sells dealers on the idea that "Next to personal contact, direct mail is your closest relation with your customers."

LIST OF NORELCO MERCHANDISING SALES AIDS FOR FALL-CHRISTMAS, 1957

FOR DISTRIBUTORS AND THEIR SALESMEN

Christmas Mailer (with order return postcard)
"Jumbo" Double Postcard (with order return postcard)
Catalog Sheet, 9" x 12" or 8 1/2" x 11"
Specification Sheet, 9" x 12" or 8 1/2" x 11"
Retail Advertising Guide (Mats, TV Film, Radio Scripts)
Cooperative Advertising Agreement Forms
Distributor Discount Schedule
Dealer Discount Schedule
"Get Acquainted" Form
"Get Acquainted" Form
Sales Aid Order Form Pads
Shaver Head Package Descriptive Sheet
Shaver Head Package Mailer

FOR RETAILERS

Speedshaver & Sportsman Envelope Stuffer
Debutante and Lady Norelco Envelope Stuffer
Full Line Christmas Stuffer
Speedshaver Counter Card
Lady Norelco Counter Card
Sportsman Counter Card
Debutante Counter Card
Newspaper Mats
TV Films
TV Slides
Consumer Return Order Postcards
Free Trial Card and Free Gift Card

FULL COLOR ENVELOPE STUFFERS and advertising reprints are among many sales aids offered to dealers. Norelco tells retailers that "Next to personal contact, direct mail is your closest relation with your customers."

SEASONAL PROMOTION folders are sent to dealers . . . telling them about Norelco national advertising support, and offering a bivy of local traffic-building merchandising aids.

"DO IT YOURSELF" PROMOTIONAL LETTERHEADS like this one are part of the direct mail support Norelco gives manufacturer's representatives. As this announcement explains, its designed to give MR's the basic element for producing a local direct mail campaign.



new shaving comfort
greater shaving SPEED

#5 a hit!
Norelco's 4 RING SALES CIRCUS
MR. COMPANY IMPRINT
Jan 25, 1957

To all Service MR's:
DEAR COMPANIES, WE'RE TELLING A LAMP FROM THE BOX
Previous Norelco sales campaigns have been shown a real lift by the promotional letters and folders that only MR's have prepared and sent out to their customers.

Now we're carrying your line a step further with this "Do-it-yourself" promotion kit. It is designed to give you the most complete and profitable, and most direct, and complete, the "Do-it-yourself" kit, as well as the most complete kit to be sent with the Norelco Fall campaign theme, "Norelco's 4 Ring Sales Circus". Don't let us forget you on the success of the kit.

- 1. CIRCUS LETTERS**
We have printed several thousand letters just like this one. They're yours, in reasonable quantities, cost of change, for mailing to your accounts. Your company imprint will be added to the space provided in the letterhead.
- 2. CIRCUS LETTERS**
These letters incorporate the lines and strategy of the one campaign. You may want to use parts of all of them, in your own letters and campaign materials.
- 3. CIRCUS LETTERS AND LETTERS**
These elements may be used as a means of upping the shaver, perfume, etc. Show on Norelco and Norelco, reproduction will be quite complete.
- 4. CIRCUS LETTERS (not available)**
This type of element is often useful in limiting up mailings, or a personal letter or as an addendum to prospects to reply promptly. It is included here merely as a thought-aid.

For the complete kit up similar "Circus" theme locally.

Norelco

**builds more
Store
Traffic**

**FOR
MORE
PROFIT**

NEED FOR MORE BRAINS IN DIRECT MAIL FIELD

by John L. McQuigg

Detroit Manager, J. Walter Thompson Company

Reporter's Note: As previously reported in October Scuttlebutt, John L. McQuigg made a masterful presentation at closing luncheon of DMAA convention in Washington. John has had long and friendly relations with the direct mail field and he spoke with authority from his top spot as vice president and Detroit manager of J. Walter Thompson Company. In his Washington talk, he outlined and discussed the six most urgent NEEDS which, if satisfied, would help direct mail come into its own. These were: (1) Personnel; (2) More and more research; (3) Greater coordination and cooperation between agencies and direct mail companies; (4) Additional work in the creative field, in idea exploration, copy testing, development of showmanship and sales effectiveness; (5) More effective merchandising to dealers and salesmen of the job direct mail is doing; (6) Continual promotion of the direct mail medium to advertisers.

The Reporter has covered at various times the last five needs, but very little has been printed about NEED number one . . . training and securing personnel for direct mail departments. We pass along John McQuigg's remarks on this important subject in hope that it will stimulate better training programs.

"The first 'need' I set up was for personnel. Of course, this is the crying need in most business and industry today. We all need good people. There are never enough to go around. In the advertising business generally, the personnel requirements over the next 10 years are 'explosive.' Just to keep pace with the forecast national economy of \$540-billions by 1965, and the resulting increase of advertising volume to something over \$15-billions by that time, means that we will have to bring into the agency business alone more than 4000 advertising people each year for the next 10 years! This is a monumental task, and we are working at it.

"In direct mail, without having the knowledge and figures that you must have, the job is an even bigger one because the shortage seems even greater. At least we can't find the right kind of people. For the past six months we have been searching diligently for 2 or 3 top direct mail managers and account representatives—at top salaries—and they're scarce as hen's teeth. It seems to me that you as an industry must accept the

obligation to find, train and develop likely candidates. What are you doing in college recruitment, in internal training programs, in recruitment from other industries? We should be able to go to you for help.

"Mail advertising cannot come into its own until in your businesses, in advertising agencies, and in client organizations we have talented, experienced, highly-paid specialists who know what they're doing and how to get it done; who have the pioneering vision of this business to overcome the difficulties; who have the know-how, the administrative ability, and the enthusiasm to fight through a tough job to the tremendous promise of tomorrow.

"No one knows better than each of you the tremendous work involved in successful direct mail advertising; the endless work on lists, the constant tinkering with copy and layout and ideas, the enormous job of detailed record-keeping that points to success, the bitter fight for cost-control, the continuing search for gimmicks and premiums and offers, the patience of test, test, test.

"All of this demands people, good people, in ever-increasing numbers . . . and I urge you to make their acquisition, training and development a major goal of your special field.

"You have an exciting recruiting story to tell. Let me read you parts of an advertisement we're thinking of running:

WANTED

Talented, Versatile, Experienced ADVERTISING MAN for Challenging, Highly Paid, New Kind of Position in the Agency Field.

A New Frontier in Advertising, with tremendous potential has been developing the past several years. It can be called MASS MAIL. Its parents are Direct Mail Advertising and Applied Electronics.

Its "factories" are huge mailing establishments housing IBM or other electronic equipment in which your name and home address and the name and home address of all the other 35,000,000 or so telephone subscribers or automobile owners, for example, are on IBM cards with holes punched to indicate standard of living, education and other factors.

As yet, only a handful of businesses are making use of this new MASS MEDIUM for influencing people. Those that are, have experienced phenomenal growth and profits.

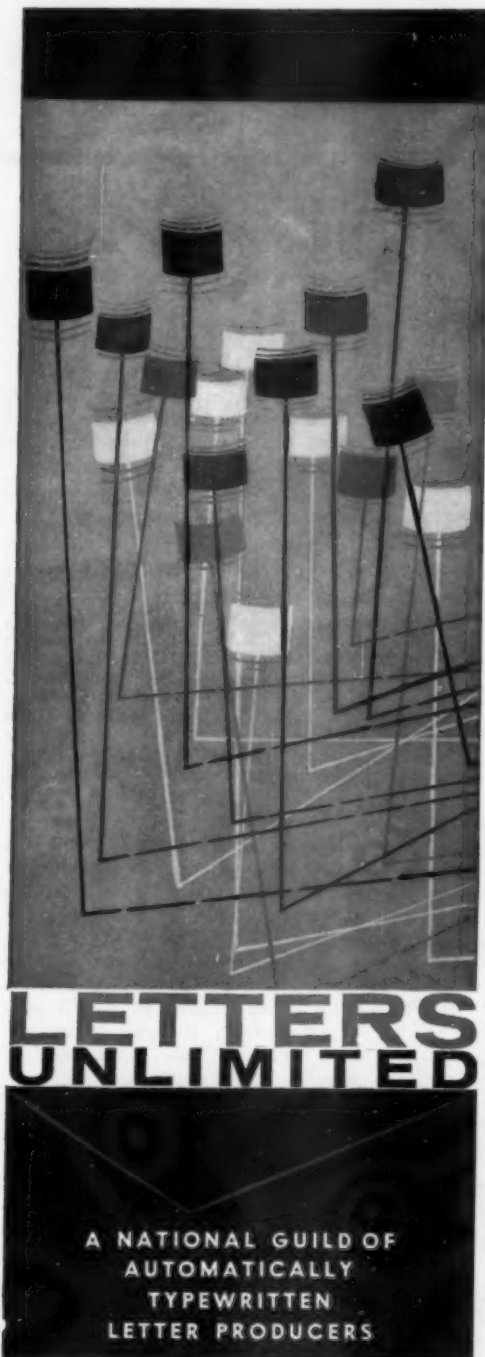
Here are some of the things which this new MASS MAIL can do:

1. Apply the advertising power of the written word to selected known prospects with a force and on a scale never before possible—doing "by machine" a large part of the salesman's job.
2. Bring in inquiries, orders or subscriptions by mail, in numbers never dreamed of before.
3. Produce leads for salesmen by the dozen or by the million—where, when, and of the exact kind wanted.
4. Produce dealer traffic on a controlled predictable basis, and in practically any number and of any particular kind desired.
5. Open up vast new possibilities in couponing, contesting and sampling.
6. Open new charge and customer accounts for service, retail or mail order establishments to the saturation potential of the given market.

What is new about all this? Certainly Direct Mail Advertising has been with us for many years.

Two elements are new. (1) New is the tremendous scale on which the operation can now be organized. (2) New, too, is the

(Continued on Page 42)



letters unlimited...

**A NEW, NATIONAL GUILD OF
AUTOMATICALLY TYPEWRITTEN
LETTER PRODUCERS**

- * dependable schedules
- * controlled quality
- * mass production prices

For the first time, automatically typewritten letters are available in unlimited quantity at mass production prices.

National advertisers with fast moving schedules can now enjoy the benefits of high quality, high response, automatically typewritten letters.

An order placed with any "Letters Unlimited" guild member purchases the combined production of hundreds of all-electric, automatic typewriters.

Eighteen quality mail advertising firms have pooled their equipment, personnel and know-how in a national network of automatically typewritten letter producers.

If you are engaged in advertising, fund raising or public relations programs where automatically typewritten letters could be used profitably, contact your nearest "Letters Unlimited" firm for full details.

GUILD MEMBERS:

BALTIMORE

D. Stuart Webb, Inc.
306 North Gay Street (2)

BOSTON

American Mail Advertising, Inc.
610 Newbury Street (15)

CHICAGO

Specialty Mail Services, Inc.
6330 North Clark Street (26)

CLEVELAND

Cleveland Letter Service, Inc.
740 West Superior Avenue (13)

DALLAS

Commercial Printing and
Letter Service Co.
1015 North Hawkins St. (1)
Holbrook Associates
Box 8011 (5)

DETROIT

Advertising Letter Service
2930 East Jefferson Avenue

JACKSONVILLE

Murphy Printing & Mailing
Service, Inc.
Clark Building (2)

LOS ANGELES

Robotyping Company of California
1061 Ingraham Street (17)

MILWAUKEE

Joe Ott Advertising Printing
& Letter Service
422 North Water Street (2)

MINNEAPOLIS

Gile Letter Service
723 Third Avenue South (2)

NEW YORK

Ambassador Letter
Service Company
11 Stone Street (4)

WASHINGTON, D. C.

Robotyping Corporation of D. C.
118 C. Street, N. W. (1)

PHILADELPHIA

The Connelly Organization, Inc.
1010 Arch Street (7)

PITTSBURGH

Advertisers Associates, Inc.
1627 Penn Avenue (22)

SAN FRANCISCO

Blum's Direct Advertising
Agency, Inc.
809 Mission Street (3)

TOLEDO

Curlin & Pease, Inc.
1814-16 Jefferson Avenue (2)

CUT YOUR MAILING COSTS! WITH THE



**MODEL
No. 6**

This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

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DEPT. M

NATIONAL

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Blissfield, Michigan

SAMPLE KIT OF CLIP BOOKS



Send a dollar for bargain bundle of ready-to-use art, including famous "CLIP BOOK OF LINE ART" and new "ART DIRECTOR'S CLIP KIT." Plenty of art for dozens of print-ups. Guaranteed, or double-money back. No salesman will call. Send today.

HARRY VOLK JR. ART STUDIO

Plainsville 24, New Jersey

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information—no obligation.

Willemsparkweg 112

DeMulater M. V. Amsterdam, Holland

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Let's look over the morning mail together.

Maybe we can learn something about what to do and what not to do to make our own direct mail more successful.

Here's a piece mailed in a penny saver envelope. Name of sender is on the envelope. Can tell from the corner card I have no particular interest in the service offered. But I open everything and give it a quick glance, just as most business men do.

In the upper right corner of the letter in red typewriter type appears: "SPECIAL OFFER: BIG BONUSES FOR YOU!" In the place of the salutation there is a line of 10 point Gothic type: "YOU WILL OBTAIN:"

Right in the first paragraph I'm told what I'll get if I subscribe to the monthly service offered. The copy goes like this:

The Portfolio of Case Studies. A portfolio containing clear and practical illustrations of ten actual case histories in every major area of with details from the inception of the program, the planning, the step-by-step procedures used, and the results obtained.

That first paragraph talks "at" me. Let's rephrase the copy in this way:

The Portfolio of Case Studies, many of which you can adapt in your business. Clear and detailed illustrations of ten case histories in every major area of with step-by-step procedures and the results.

Now it talks to me.

This is a full page letter. Let's skip down to the end:

Please act at once so that you may receive these two valuable items which are in limited supply.

I don't believe it. You're not quite levelling with me. Why ruin an otherwise fairly good letter with such a phony urge to act?

Capsule Comment: One false note can ruin an otherwise perfect symphony. One phony phrase, "in limited supply" can break down the confidence your letter tries to build up.

Personal?

Next is a letter that looks as though it had been personally dictated and typed. That's what it looks like. But it doesn't sound like it. Starts out:

Have you recently thought about going to the moon?

Don't think anyone would start dictating a letter with that sentence. But let's read on:

Talking about the moon, the promotion manager of a large publication came to us indicating that he wanted to reach 50,000 engineers employed in aircraft factories and kindred industries that had to do with travel in outer space. That was really a tall order, but with the month's deadline given us, we had the list of 50,000 engineers completed and ready for a grateful and satisfied buyer.

Long, involved sentence. Repetitive.

What's more, the whole thing is a little too clever for me. The letter stretches to make a point that the writer can build a mailing list of engineers.

Capsule Comment: If you're going to the expense of having your letters automatically typed so they'll look like personally dictated letters, be sure the copy "talks" in a personal way.

Helpful

Here's a piece from a company that sells labels. A monthly newsletter. Pasted on the masthead is a label headed "Want to keep up-to-date on the latest labeling news?" Then it goes on to ask me to "Read this sample copy of the idea-packed (name of newsletter). If you are not now receiving it, affix this label to your letterhead. We'll be glad to put you on the mailing list."

Then I'm given four boxes in which to make my check mark. The first will get me on the mailing list. The second will get me a copy of a booklet. The third will get me samples of labels. And the fourth box will bring to my desk "15 case studies" showing unique applications of no-moistening labels.

That makes sense. I'm interested.

What is a **Customers' List Broker?**

1. A *customers' list broker* is the broker who would rather lose the order than see a client make a wrong list selection.
2. It is the broker who continually combs the market for lists to *fit* the client's products and fields of interest.
3. The broker who has had experience on *both* sides of the desk — and *understands* the list problems and needs of the client.
4. The broker who *isn't finished* once the order is placed — but follows through until it is delivered.
5. The broker who *knows-by-doing* testing, production and mailing operations — and freely passes on this knowledge when requested.
6. The broker whose client is King — and who runs the business to fit the *client's* schedule, not the broker's.
7. The broker who gives the buyer of small quantities *the same service* he does the buyer of millions.

If you are looking for a broker who will treat your list requirements with competence and professional understanding, call the CUSTOMERS' list broker — MU 7-4158.

PLANNED CIRCULATION • 19 WEST 44 • N.Y. 36, N.Y.

MARY BERTHA MCGUIRE, *Owner*

I'll stick the label on my letterhead and mail it.

Capsule Comment: Helpful. I use labels. The piece offers to keep a flow of label information coming to me each month. Offers samples and complete information about label uses (booklet).

Waste!

Here is one from a well known newspaper. Obviously, a form letter. Where the salutation ordinarily appears is this copy: "Can you make a profit out of reading a newspaper?" I'm intrigued. No use reading the

rest of this letter because I already subscribe to the newspaper. In fact, 3 copies of this same letter came in one mail. Mailing list needs revising.

Capsule Comment: No matter how good your copy, it can't sell unless it reaches a prospective buyer.

Clear!

Here's a letter which uses a "news" salutation: "MAKE SIGNS THIS EASY WAY—WITH GUMMED LETTERS."

The copy continues: Here is a fast and simple way to make

outstanding signs. So simple anyone on your staff, with no training whatever, can make professional looking signs in five minutes."

There's the whole thing in a nutshell. The remainder of the letter talks about low cost and describes the product.

Let's skip down to the last sentence: "Use the enclosed order card for immediate shipment." How much more effective than "Send your order today." When I decide to buy something I want to get it fast. Don't you?

Capsule Comment: This letter doesn't waste my time. Gives me the entire story in the head and first paragraphs. I'm interested in a way to make signs. So I read further details which are clear, clean cut, informative. Successful letters, like this one, talk the prospect's needs, wants, and tells him how easy and economically he can use the product.

What I Missed!

Now a letter from a news magazine. Reminds me in the first paragraph that I received an invitation to join "America's best-informed families" two weeks ago. Then it points out what I missed in those two weeks by not having this magazine come to my desk.

A new slant on magazine subscription appeals. Most of them point out what is coming in the future. This one effectively shows the reader what he has missed, and in doing so covers some of the subjects dealt with in regular issues of the magazine.

Capsule Comment: It's human nature not to want to miss out on anything good. This letter recognizes that human trait. Says, in essence, "You've missed two weeks of vital information, but you need miss no more." This is indicated in the last sentence of the letter which reads, "There's a duplicate card enclosed repeating this invitation to subscribe."

Impersonal

Here's an answer to an inquiry I dropped into the mail a week or so ago. It's a printed letter of the strictly "form" variety, and information coming as close as it can to my inquiry is typed in. For instance, the stock part of the letter reads: "In reply to your recent inquiry on (name of product) as a result of your inquiry through (name of publication)." Then back to the printed line: "we are sending you literature describing"—and then is typed the name of the product. At the bottom

Dress up your DIRECT MAIL with SORG PAPERS



SORG's BLOTTINGS—Give your product and sales message the eye-appealing background of high-quality Sorg Blotting. From the magnificent range of finishes, colors, and weights, you are sure to find the right blotting for a beautiful first—and lasting—impression.



SORG's BRILLIANT VELLUM—Here is a brand new addition to Sorg Stock Line Papers—a sparkling, snow-white paper that produces amazingly beautiful results by four-color process, and prints black-and-white halftones with a breathtaking liveliness. Available in text and cover sizes and weights, and in six distinctive finishes.



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Use over 6,000 illustrations like these— ENTIRELY FREE—for 30 days!

Have you ever said to yourself, or has one of your artists or art directors said to you:

I need a good decorative border around this label!

A busy detailed early industrial scene would set the tone for this booklet.

An antique auto might give the right contrast.

Where can I find a variety of good decorative initials?

You'll find all this and more—6,000 pictures and decorative type specimens in the new 3rd enlarged edition of Hornung's HANDBOOK OF EARLY ADVERTISING ART.

This is the unequalled source for authentic period advertising pictures and unusual typography, the best commercial art from Ben Franklin's time to the end of the 19th century. Do not confuse it with modern collections of cartoons drawn for swipe files; it is the cream of 150 years of work by such men as Nast and Bewick. The type volume is not cluttered with material you have in a dozen other books, but avoids common faces and brings you hundreds of unusual effects you won't find elsewhere.

Use this set twice and it pays for itself!

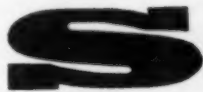
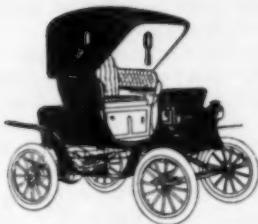
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Use this wonderful material for display advertising, for enlivening direct mail, for giving individuality to production advertising. Highest reproduction ease! Everything is classified and numbered. 95% of our material is reproduced directly from originals; and everything is in line. No more to worry about.

You save by buying the two volume set!

We simply cannot describe the thousands of unique illustrations and lettering specimens in Hornung. We will permit, you, however, to use a set for 30 days, at no obligation, so that you can see for yourself. Simply fill out the coupon.

(advertisement)



Over 2,000 specimens in PICTORIAL VOLUME

30 antique autos; 41 agricultural cuts: reapers, ploughmen, etc. 72 almanac, calendar, zodiac, etc. 135 domestic & wild animals; 56 owls, storks, other birds; 30 printing presses, books, shops, etc.; 27 old red schoolhouses, hotels, other buildings; 72 churns, stoves, other household articles; 50 Christmas illustrations; 47 articles of clothing; 79 eagles, eagle-seals, phoenixes, flag carriers; 18 antique fire-engines; 30 period flags of U.S.A.; 51 flowers, trees, set pieces, etc. 18 Thanksgiving, food and drink, etc. 106 hands, holding placards, cigars, etc. 49 horses in various actions; 60 stages, coaches, Conestoga wagons, sleighs, other vehicles; 15 Indians massacring, selling tobacco, Indian beauties etc. 38 soldiers, duels, battle fields, cannon, etc. 111 mortised cuts, comic and serious, elephants, clowns, horses, all for type insertion; 35 harps, lyres, drums, etc.; 6 New Years, Father Time, etc.; 13 patriotic motives; 19 portraits, Washington, Lincoln, Shakespeare, etc. 129 sidewheelers, river boats, other ships; anchors, jolly tars, etc.; 45 spelling book illustrations; 36 hockey, ball, other games; 309 trade cuts for butchers, druggists, carpenters, manufacturers, etc.; 34 large pictorial advertisements of factories, stores, etc. AND HUNDREDS OF OTHER ILLUSTRATIONS. xiv+242pp. 9 x 12. Sturdy cloth binding.

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67 complete alphabets in most varied styles. 297 different Roman & Gothic faces, from 10 pt to 300 pt.; round, square, extrabold, and unusual. 60 Barnum faces, shaded, openfaces, slab serif, scrolled, oriental, etc. 186 Old English & German faces, archaic, Jim Crowed, foliated, etc. 51 script faces, chancery, shaded, etc. 630 ornamental type specimens in most unusual faces: Goldrush, chandelier, floradora, Jim Crow, carousel, etc. 1113 ornamental initials of various kinds, medieval to modern: cribbed, female form, rustic, knots, animal, floral, many others. 67 logos, menus, accounts, etc. 211 ornamental scrolls, flourishes, light & heavy, 106 pictorial scrolls, pictures drawn in script; thousands of rules, slides, ribbons, folds, panels, gingerbread, knotwork, stars, special ornaments, pendulum drawings, etc. AND HUNDREDS OF OTHER ITEMS. vii + 312pp. 9 x 12. Sturdy cloth binding.

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"A rich contribution to the graphic arts... sure to be an influential work." GRAPHIS. "Invaluable source of period illustrations... standards are remarkably high." BRITISH PRINTER. "A remarkable collection... typographical specimens are particularly interesting." PRINTERS' INK. "A very useful volume." AMERICAN ARTIST. "Rich source of ideas and production copy." PRINTING NEWS. "Full of quaint typo and art." DMAA NEWSLETTER. "Undoubtedly a worthwhile addition to any artist, art director, designer, or advertiser's library." ADVERTISING REQUIREMENTS.

Dept. 130, Dover Publications, Inc.
920 Broadway, New York 10, N.Y.

Please send me the following books for my free 30 day examination:

..... 2 volume set, Hornung's HANDBOOK OF
EARLY ADVERTISING ART\$18.50
..... Pictorial Volume, only\$10.00
..... Typographical and Ornamental Volume,
only\$10.00

I understand that I can use these books for 30 days without cost or obligation, at the end of which time, I may return them without explanation, and will be under no further obligation. If I keep them, I shall remit full payment, plus postage and handling costs (25c per volume).
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\$1.00 PER WORD!**

Reduced or enlarged to fit your layout... negative or positive... No photo-print charge!... No photostat charge!... No minimum charge!... Unlimited choice of styles!... 24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

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of the letter is a list of authorized dealers in my area.

Capsule Comment: I want to be treated as a person—not a name on a list of inquirers. What this letter says is "Take it or leave it. Your inquiry isn't very important, and we can't take the time to write you a personal letter." The surprising thing is, the item I inquired about sells for about \$1000. Second surprise—no salesman has called. Third surprise—the inquiry probably cost the advertiser between \$5 and \$10, and to save a few cents of his follow-up, he uses a hodge-podge, part printed, part typed letter to try to close the sale.

Expiration Date

Next is a follow-up letter. In the upper right corner is a rubber stamped date. The letter starts:

Notice the date stamp on the top of this page? Your opportunity to get FREE plants, to save 10 per cent over my regular price, will end on that date.

The letter continues by describing, again, the plants and how quickly they grow. Then, prices of plants are shown in different quantities with spaces for the customer to check; also spaces to write his name and address. The whole story is right on the letter—no additional order blank.

Capsule Comment: Instead of the hackneyed "limited offer" or "while they last," the writer of this letter uses a definite expiration date. The letter also mentions that you can order later, but by delaying you forfeit the bonus offered by the letter.

No Proof

Next is a letter that claims a little too much. Its objective is to sell collection stickers. Starts out:

Here's how to get your customers to pay their bills quickly... and gladly! Just keep them reminded with these 8 distinctive new collection notices, each imprinted with your own company name and address!

At this point the writer entirely abandons the benefit the prospect will get from using the stickers. The next 5 paragraphs are devoted to telling how colorful the stickers are, in what good taste they are, how they give you an effective way to work your accounts often and systematically, and how easy they are to handle and mail.

Capsule Comment: After reading the first paragraph I expected more. The writer said he would help me collect my old accounts quickly, and that what he had to offer would make my delinquents pay up gladly. But

SAVE WITH --- AUTOMATION

COMPREHENSIVE SERVICE UTILIZING
EVERY MANUAL AND RAPID DUPLICATING
PROCESS WITH AUTOMATIC MASS
MAILING CAPACITY 5,000,000 WEEKLY

RAYMOND SERVICE, INC.

160 Fifth Avenue, New York 10, N. Y.

Ask For
SAL GALLO or HENRY BERN
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Unsurpassed in Quality at any Price

Genuine 8"x10" Glossy Photos

5 1/2¢
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In 5,000 lots
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WE DELIVER WHAT WE ADVERTISE

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If you use form letters in lots of 25 copies to 100,000, you'll want to see these clever, 4-color, preprinted letter-sized forms that get ANY message off to a flying start; command attention and respect! FREE catalogue. Write to NATIONAL CREATIVE SALES, 1030 Leggett Ave., New York 55, N. Y.

MAIL ORDER STRATEGY

... an idea-packed manual of personal interviews conducted by Lewis Kleid. The volume is profusely illustrated... showing samples of material the experts use to get orders by mail. Price is only \$7.50... direct from

The Reporter of Direct Mail
224 7th St., Garden City, N.Y.

An Ad Agency that loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how). Direct Mail is no stepchild here! We coordinate space advertising with it.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

he didn't prove it. I'm not interested in what his stickers look like, how easy they are to mail, or the fact that they are in good taste. I want to know how they collect money. Who has used them successfully to collect money. Missed the mark. Makes a claim, then fails to back it up.

The letters dealt with in this article all arrived in one mail. Paraphrasing what Jack Webb's announcer says in his introduction of *Dragnet*—all names have been deleted to protect the "guilty."

PERSONAL LETTER CAMPAIGN

(To build a community)

Peggy Greenlaw of Charles W. Groves Company, Michigan City, Indiana, recently had a happy vacation duck and pheasant hunting in Minnesota. Even while loafing, Peggy is on the lookout for good direct mail ideas. She found one in a Becker County weekly called *Detroit Lakes Tribune*, which circulates among businessmen located two hundred miles north of Minneapolis. We agree that the column written by Wes Meyer deserves reprinting. Contains a sound idea which could be used by many other communities. Pass it along to your local Chamber of Commerce.

A NEW IDEA in promoting Detroit Lakes has been launched and it looks like a pip. The brainchild of Marlow Baxter and A. D. Kadletz, the project is simply this: Detroit Lakes businessmen are sending friendly letters to factory heads all over the United States and in Canada. To each of the letters which are written on the donor's own letterhead there is attached a dollar bill and the envelope is marked:

"Personal—Open During Your Lunch Hour." Here is the copy for each of the letters:

"Dear Bob:

"Let me buy your lunch this noon. There are a few things I want to go over with you.

"I live in Detroit Lakes—a community of about 7,000 people in northwestern Minnesota.

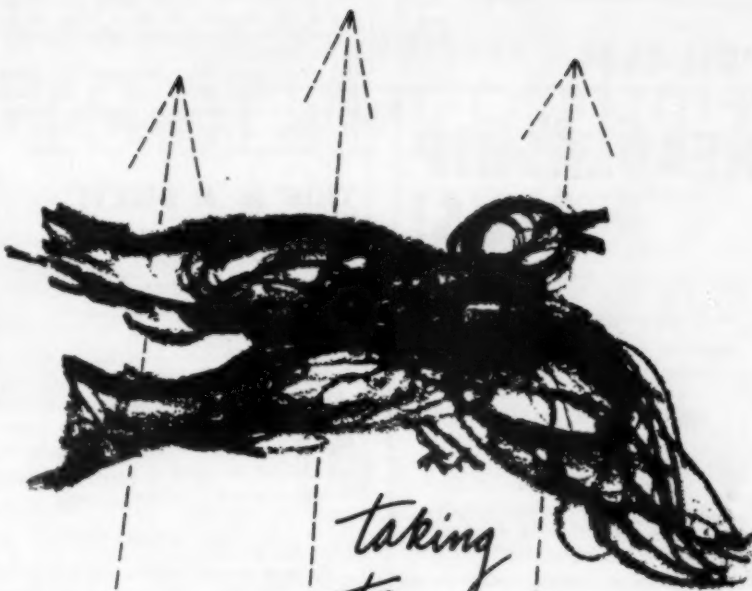
"A recent survey shows that there are a lot of people who would like to work in some kind of an industry.

"We have a big resort business in the summer and have about nine months of the year in which 'keeping people busy' is a problem.

"It occurred to me that this might be a very healthy atmosphere for a concern such as yours.

"If you are considering a move or expansion—I wanted you to know about this.

"I'll not bore you with any facts or figures now, but if you have any questions



*taking
to
the
air*

THROUGH
DIRECT MAIL

Like 'most any business, an airline is constantly working to convert prospects into customers—paying passengers. And that's why TWA uses direct mail . . . created by the Hickey Murphy Division of James Gray, Inc. . . . to get early reservations for group travel to conventions and meetings.

Hickey Murphy's thorough understanding of TWA's services . . . plus its ability to "talk" the prospect's language . . . and its specialized knowledge of copy, layout and production . . . keep TWA Convention Sales on the beam.

Learn for yourself how the creative services of Hickey Murphy can work for you. Send today for your free copy of *How To Put Action Into Your Direct Mail*—and ask to see the case history file.

the

HICKEY MURPHY

division of

JAMES GRAY INC.

216 East 45th Street

New York 17, N. Y.

Murray Hill 2-9000

PULL-TAGS

for

READERSHIP PLUS!

Give your special message a FREE RIDE. Hung on a PULL-TAG, it can be read as a separate idea, aside from your regular mailing contents. Discount prices — convention dates — new address — added services — and other spot announcements are naturals for PULL-TAG format. Here's the ZIP-OPENER feature with a selling PLUS!

See how this unique, exciting sales promotion idea can get action for you. WRITE TODAY FOR OUR FREE BROCHURE.

the
Connelly
Organization, Inc.

1010 Arch St., Phila. 7, Pa.
MArket 7-8133

Just \$100

to cover cost of packaging and mailing will bring you a

FREE SAMPLE

The CLIPPER
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Single issues sell for \$20.00. Your sample is a big value. one idea used can make you hundreds of dollars in extra returns. Now, the revised 1957 Clipper helps you design circulars, bulletins, catalog pages, cover pages, ads, posters, house organ pages, in fact, any kind of printing—in color, too. Scores of new easier-to-use ideas with every issue.

Published monthly, subscribers include firms like Prudential Life, I.B.M., Pontiac and many others you know. Besides sample, you will get sensational new trial offer. No obligation. No salesman. Attach one dollar to letterhead and mail TODAY to Multi-Ad Services, Inc., 108 Walnut St., Peoria, Illinois.

just jot them on the enclosed letterhead and I will be glad to get a letter off to you with the answers.—Sincerely, "Detroit Lakes Businessman."

P.S. Incidentally, Bob—there are 412 lakes within a radius of 25 miles of our town. If you are interested in hunting, boating or fishing—or just LOAFING—this is it!

THIS IS A DILLY!

One of our subscribers bought some equipment from a New England manufacturer. There was some mixup over shipping charges and company sent a disputed invoice for forty-four cents. Here is one of the dumb collection letters sent by the treasurer (who should have his head examined). It probably is a standard form letter, but if so, the secretaries should be taught not to send it to those whose balances are ridiculously small.

Re: Your account: \$0.44

Dear Mr. Blank:

We have recently written you two letters about your past due account as shown above, but have failed to receive your payment to date.

Perhaps the reason we have not received your check is that you cannot see your way clear to paying the full amount due at this time. If this is so, may we suggest that you send your check for only half the amount now and the balance within two weeks. May we thank you in advance for your expected check for which we enclose our stamped envelope.

Very truly yours,
(Signed by treasurer)

BETTER GOVERNMENT LETTERS!

According to "Between Calls," monthly newsletter of Stanford Paper Co., 3001 V St., N.E., Washington 18, D. C., Uncle Sam has hired Kay Pearson to show the Government's 750,000 letter writers how to write less like Government letter writers. In other words, it's her job to "degobbedygookize" official correspondence.

She is the author of "Plain Letters," a briskly written 47-page Government handbook on writing readable letters. This booklet includes a "watchlist" of words to avoid. For instance:

(do you say)
effectuate
expedite
facilitate
utilization

(when you mean)
to bring about
hasten or hurry
make easy
use

Copies of Miss Pearson's booklet may be bought from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The price is 30¢, and its catalog number is GPO — 7610 — 205 — 1091.

(Continued from Page 34)

electronic handling of the mailings. Duplication between lists is eliminated. The selectivity necessary to utilize any strata of the 35,000,000 names is practical. The speed and control with which the mailings can be handled are greatly increased.

Does this big NEW medium of Mass Advertising and Sales interest you? Can you visualize and understand the possibilities? The position is to serve as the Agency's Direct Mail Account Representative. These qualifications would be helpful: rugged good health, the habit of hard work and youthfulness whatever your age; mature advertising experience, probably some of it in the contact end of the Agency business; the more experience with measured results direct mail or mail order the better; creative copy writing ability or at least a keen understanding of copy; facility with figures and an aptitude for detail; an understanding of marketing research practice; a proven ability to get things done and "buttoned up"; a pioneering spirit with a record of success.

This position obviously calls for a genuine heavy-weight in the art, science, adventure and business of advertising. If you are intrigued, please write us.

So much for the need for personnel, but it is a paramount agency need as we look ahead, and a paramount need of the Direct Mail Advertising business. I don't think I've labored it too much. We need additional material—good material—and it will be beneficial to you. It's like Warden Lawes of Sing Sing Prison who once was told his "graduates" didn't turn out too well. The Warden answered that he knew that, but thought he could do better if he had better material to start with! So could we.

A Short, Short Lesson In Letter Writing



Shown These Words—
mm

by M. W. Finkenbinder, Fulton, Mo.

among direct mail products...

SEN-BAK* IS DIFFERENT!

**SEN-BAK is a patent applied for product of General Office Service Inc. • 527 6th St. NW • Washington 1 D C*

THE PRODUCT

The SEN-BAK unit consists of a window carrier envelope, a die-cut window letterhead, and a business reply card, reply envelope, or special order form bearing the name and address of the prospect. The reply piece is fabricated to the letterhead—thus the one addressing shows through both windows—functioning as personalization for all three elements—the envelope, letter and the reply. This feature guarantees permanent positioning and easy tear-off. When assembled, Sen-Bak's personalized elements tied in with headline copy, make it an extremely effective direct mail piece.



PRODUCED

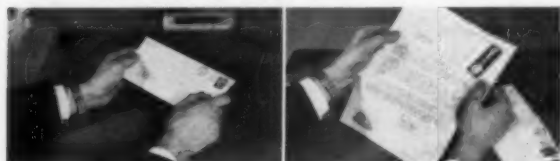
The SEN-BAK mailing unit is produced with specialized high speed equipment for economy and precision handling. The reply piece is mounted without the usual costly hand operations. Note: This product can be addressed through the open window either before or after machine inserting in the carrier window envelope. Reply forms are designed to give you ample room for display copy. Simple checking and easy tear-off features demand immediate response.

MAILED

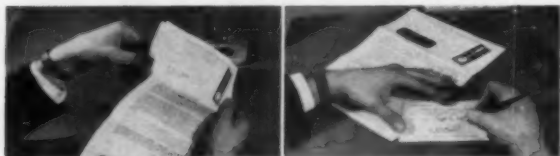
SEN-BAK units have usually been produced for addressing by the user's own mailing department or mailing house. However, complete addressing and mailing facilities are available at General Office Service, Inc.

RECEIVED

These functional features get action:



your prospect's name here and on the letter, too



he likes pull-off feature and no filling in—just "check"



in the mail today and on your desk tomorrow!

The prospect's name and address show clearly for sure delivery. There's no slipping in the window!

WILL IT WORK FOR YOU?

YES is the answer! SEN-BAK has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, and fund raising groups. The versatility of seven different business reply formats make it fit in on practically all mailings.

THE COUNTRY'S FINEST ART AND COPY

SEN-BAK provides its users with versatility in talent. Creative services are available—from both the SEN-BAK staff and from a nation wide free lance group of artists and copy writers—to best meet our customer's needs.

REPRODUCTION

All SEN-BAK letters and reply elements are handsomely lithographed in the colors of your choice. Only the most competent craftsmen and the best equipment are employed in the production of this product.

TESTING

Testing of SEN-BAK is encouraged and recommended. Results speak for themselves. They are the basis for the amazing popularity growth SEN-BAK has enjoyed with budget-conscious experienced mailers.

DELIVERY

SEN-BAK deliveries are speedy and dependable. For over 34 years General Office Service, Inc. has kept its customers happy with deadline delivery of quality work.

COSTS

SEN-BAK is economical, having been mechanically produced throughout. Its unusual pulling ability gives you a bonus in low cost per reply. Prices and complete details are contained in the SEN-BAK KIT.

SPECS, TESTIMONIALS, SAMPLES



The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you by return mail, so write TODAY on your company letterhead. No representatives please.



GENERAL OFFICE SERVICE • INC
527 SIXTH STREET NW • WASHINGTON 1 DC • NA 8-5348

Please send me your mailing list recommendations **FREE OF CHARGE.**

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILL MADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPRING 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

DIRECTORY OF ASSOCIATIONS
EXAMINE FREE FOR 10 DAYS

ENCYCLOPEDIA OF AMERICAN ASSOCIATIONS listing 5,162 Trade, Business, Professional, Wholesale, Retail, Scientific, Educational, Social and Fraternal Associations, Societies and Chambers of Commerce (local, state).

Gives address of national headquarters; executive secretary; number of members, staff and local groups; description of membership and purpose. Useful guide for research, mailing lists, publicity, general reference, etc. Price—\$15.00, including two supplements.

Sent on approval for 10 day **FREE** trial examination. Order from:

GALE RESEARCH COMPANY
 Room 1116-21 Book Tower, Detroit 26, Michigan

IF YOU USE **DIRECT MAIL** for ANY purpose you will find the new monthly — "**MAGNETIC MAILINGS**" with **Reproduction PROOFS** a real blessing! \$24 per year with Binder. **ALL** subscriptions start with **JANUARY** Issue. **HARRY LATZ, 167B W. 10 St., New York 14, N. Y.**

A LINK WITH THE PAST

Reporter's Note: Here's a capsule case history from the June, 1957 issue of "National Messenger" . . . monthly house magazine of National Life Insurance Company, Montpelier, Vermont. While editor Irene Morgan's "Messenger" material naturally is beamed to insurance agents, this item has a message (and moral) . . . for all types of salesmen.

Time and again direct mail has proved its prospecting power, and not to be overlooked is its value as a connecting link between agent and policyowner. Take, for example, this case from the files of Ralph M. Tritz, Sioux City, Iowa:

At the suggestion of our General Agent, a co-agent and myself called on the father of a policyowner. Result: \$1,000 Ordinary Life, with wife, otherwise two sons, named as beneficiary. This occurred in October 1932. When the policy was ready for delivery, we decided to solicit him for additional coverage, naming the sons as beneficiaries in order that they would have some funds to begin farming for themselves in the event of the father's death.

This man lived on a farm about 40 miles from Sioux City. We drove in a snow storm to within about three miles of his place only to find the highway blocked with snow. I tele-

phoned from a nearby farm house to let him know that we had his policy and some important information. He said he could get through on horseback and would meet us.

Dr. Dewey in Reverse

He arrived in about a half hour. We delivered the policy and took application for two \$1,000 policies which, incidentally, are still in force. This was a sort of repetition of Dr. Dewey selling insurance by riding his horse through the countryside. Only this was in reverse . . . the prospect rode to meet the agent.

Then in 1938, I wrote the son a 20-payment life contract for \$2,000 which is still in force. Several calls were made later, but no sales developed.

That was the history until July 1956 when I delivered an Atlas in reply to a direct mail letter and received the promise of some insurance on his life when the crops were harvested in the fall. Last fall, application was taken for \$10,000 ordinary life, and policy delivered. The brother has again been called on and may consider additional coverage.

Moral: Always keep in contact with your policyholders for a continuous source of business. ●

TURNING CALAMITY INTO A SALES ASSET

We admire the adroit manner in which Sylvan Susser of Susser Letter Service, 70-01 Queens Blvd., Woodside 77, N. Y., turned a near calamity into a business getter. Best way to tell you about it is to reprint the form letter sent out in October by Mr. Susser to a list of customers and best prospects. Here it is:

WE'RE IN SERIOUS TROUBLE

. . . and we need your help.

This is not a "gimmick" letter nor one intended for sales promotion. Susser Letter Service is actually fighting for its life.

Here's our problem. Our NEwtown 9-7500 telephone number has not been working properly for months. It seems customers call us and get a "no-answer" signal. A few calls get through—most do not. Past few weeks it has gotten so bad that our business has suffered tremendously. Without phone service in a business such as ours, it is just impossible to exist. We have repeatedly reported the matter to the phone company's repair service but they just can't find the problem.

It seems it would be of help if they knew from what telephone numbers trouble occurs. Would you help us? If you have called us within the past several weeks and received a "no-answer" signal, will you be kind enough to fill out the enclosed sheet and return it in the enclosed post-paid envelope. It will take only a moment. It might help us remain in business. Thanks.

Cordially,

(Signed) Sylvan Susser

P.S. If you have difficulty calling us on NE 9-7500 in the future, try NE 9-7501. This one seems to be OK.

Attached to the letter was a reproduction of a report received from the service department of telephone company detailing all times phone had been out of order and what had been done about it. There was also a yellow questionnaire sheet on which customers could report times they had tried to call but got "no answer" signal.

According to Sylvan . . . results were greater than anticipated. A few cagey individuals thought it was just a clever direct mail production stunt . . . but they called to congratulate the creator. Many called to check the phone. Others returned the yellow sheet even though they had not called before . . . wished the worried proprietor good luck. Much new business developed . . . one good account in particular from a company which had not been a customer before.

Says Mr. Susser: "Guess people do react helpfully when they suspect someone is really in trouble." And that's the truth.



**JUST ARRIVED
FROM HAMMERMILL...**

TWO NEW WHITES IN COVER PAPER

**STANDARD
WHITE**

Brand new — and it's brighter than ever before. Standard white Hammermill Cover provides better contrast, whether you're printing in black and white or in colors. No increase in price.

**RADIANT
WHITE**

A new premium white with fluorescent dye — for that extra brilliant background you need for special effects printing. Yet it costs no more than colored Hammermill Cover. A *stock* item.

ASK YOUR PRINTER to show you samples of like-sided Hammermill Cover. In addition to the two new whites, you can get Hammermill Cover in india — plus green, blue, black, canary, sepia, gray, red and gold. Hammermill Paper Company, Erie, Pennsylvania.

**HAMMERMILL
COVER**

BY THE MAKERS OF HAMMERMILL BOND

FOR CATALOGS • BOOKLETS • MENUS • PRICE LISTS • FOLDERS • BROADSIDES • MANUALS

UPGRADING LETTER COPY

by Paul J. Bringe

Milwaukee Dustless Brush Co.

The Lambooy "selling" letter un-sells the reader in the first line. How can any person sell a product or service if he does not think what he has to sell is important?

When we open an envelope we look for news, knowledge or other benefit. At that moment we are ready to be sold. The doors of the mind are wide open and the opening statement of our letter will surely get in. But the opening sentence must say, "I'm news, I'm interesting, I'm a lot of fun, and more just like me are coming." But if it comes in like a bedraggled pup caught in the rain, the mental doors will slam and all the rest of our letter will be wasted words and paper.

The first sentence in the Lambooy letter is enough to stop most of us, but if you persist you will find no reward in anything that follows. This is a dull, pedestrian, say-nothing collection of words. It's not worth analysing for readability. It doesn't offer a single idea, advantage or benefit that I cannot get from a hundred other label manufacturers. It's just one more bee in the hive, lost in the swarm — it doesn't sting or even buzz.

Surely the Lambooy Label Company has success stories worth talking about. Every business has them, waiting for the nimble minded copywriter or sales manager to dig them out. Successful selling must excite us, entertain us, make us greedy, make us want. Your product or service will do all these things if you give it a chance. Even a clod of earth is interesting — diamonds in the Transval are hiding in ordinary blue clay.

Letters to sell labels can take a thousand different forms. This one creates a story calculated to interest the reader. Though it is fiction Lambooy's files must hold many authentic ones. The rewrite could be improved with a true story. Then we could mention the company involved and perhaps nationally known products. Tying your product or service to a favorably known person or thing is one of the oldest methods of selling, and still one of the best.

Study your product. Look for the romance, the curious, the unique, the human interest angle. It's there. If you don't find it your competitor will. ●

LAMBOOY LABEL PRINTERS OF DISTINCTIVE & WRAPPER CO. LABELS AND SEALS

2129 PORTAGE STREET
KALAMAZOO 200, MICHIGAN

Dear Sir:-

Labels may not be the most important item among your purchases - - but, nevertheless, you may be glad to know of a source that offers a complete service in this field. By complete, we mean not only an unusually varied line of both labels and foil seals but also the planning and designing that must be considered before a label or seal can be produced that gives you the most for your money in colorful but dignified identification and sales appeal.

There are labels that do a selling job primarily and there are others that perform the every-day tasks of directing and insuring careful prompt delivery of your mail, parcels and bulkier shipments. Still others help to collect overdue accounts-express good will and appreciation on invoices and statements. You will find labels useful too to advertise your firm's years in business, a new product or new features about an old product.

There is scarcely any concern that does not have use for the labels illustrated in the accompanying folders. Limited space does not permit the complete showing of our line of these "every-day" labels, so we invite a discussion of your needs if you do not find what you want.

To show you that we can furnish custom made labels and embossed seals in simple or elaborate design we have selected a colorful assortment of actual samples for your inspection. Test these for sticking qualities, for color schemes, for appropriate shapes - - for possible adaptation to your personal needs. We believe you can judge from these samples if they possess the quality that you demand in your own label printing. We number many of America's leading manufacturers among our customers, assurance that we can and do give each job the careful planning and production it deserves. Your orders for the "every-day" labels in the folders will receive our prompt and made-to-order labels.

Let us show you what our complete service really means. May we discuss your needs with you? Very truly yours,
P. Heidann, General Manager
PH-bjg

LAMBOOY LABEL & WRAPPER CO.

Here is a BEFORE and AFTER story.

The two labels attached to this letter carry exactly the same message -- instructions on how to use the Jiffy toaster for best results. Yet the label on the left was not going a good job. Too many toasters were coming back for repairs, -- because of damage caused by customers failure to read the label.

So the Lambooy Action Label on the right was tried. Returns dropped 80%. Why? Because the second label got attention -- it was read before the user tried the toaster.

To us a good label is much more than just paper and ink. It is an idea, carefully planned to get maximum attention and interest for your product. You can buy labels at competitive prices most anywhere. But they are wasted labels if they are not read. "Lazy labels" we call them, pretending to do a job they cannot do -- worse than none at all.

Do your labels get the attention they should? Take a look now and send us samples of your "lazy labels". We'll turn them into eye-catching salesmen, working every minute to make your product more useable -- and more saleable.

There is no obligation whatever, and you may find a new source of extra sales at very little cost.

Sincerely,

P.S. Want to see more samples of Lambooy Action Labels? A word from you will bring them at once.

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

COPY THAT PULLS

Winner DMAA, Sales Management and other awards offers part time or free lance counsel and copy. Sound merchandiser gets results. Write Box 124, The Reporter.

DIRECTORY OF ASSOCIATIONS

Lists 6,000 trade, business, professional, fraternal associations and societies of individuals, manufacturers, wholesalers, retailers, etc. Gives secretary, membership, description. Excellent source for mailing lists and specialized information. Price \$15.00. Sent on 15-day approval. No obligation to buy. Order from: Gale Research Co., 1116-21 Book Tower, Detroit 26, Mich.

MAILING LISTS

6,500 quality names of Owners and Directors of summer camps. Used successfully by many firms during the past five years. Send today for free brochure, "Selected List of Camps". Macfarland Company, Box 540-D, Westfield, New Jersey.

MAILING SUPPLIES

CARBOFF . . . 3 x 5 Index Cards for making copies of Mailing Lists while addressing envelopes or letters. Self-Copying. No Carbons. \$1.70 per 1,000, f.o.b. Rochester, N. Y. Also CARBOFF Self-Copying papers and Addressing Labels. Samples and prices on request.

WAXON-CARBOFF, Inc.
8 Commercial St.
Rochester 14, N. Y.
The Reporter, Box 111

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge **ONLY** for Addressing"
(Usually Completed within 3 Days).

Write for **FREE Catalogue**.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

TYPE FOR OFFSET

Save with FOTO-FONTS. Unit cost per font—now only 15¢! Easy to set and align—sharp reproduction. Free samples and details. A. A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

MULTILITH, DAVIDSON PLATES

3 for \$10 Postpaid. Offset printing \$3 M. Folding \$6 for 10M pcs. Cash with order. Good work, quick service. ABC ENTERPRISES, 2107 Market St., Phila. 3, Pa.

FOR SALE

17½ x 22½ Web. A. C. Good condition. Peerless Mailing Service, 155 Wooster Street, New York 12, New York.

EQUIPMENT WANTED: IBM CARD FILES (100)
and allied items for a new installation. Box 122 c/o The Reporter.

FOR SALE

MAIL ORDER BUSINESS, ladies lingerie, bras, specialties. Est. 6 yrs. Over 35,000 reg. buyers. Growing fast. Full price \$35,000.00. Write: The Reporter, Box 121

GRAPHOTYPE: Model 6383. Very good condition. \$450. FOB Wash. **HARRY J. ABRAMS**, 124 L St. N.E. Wash. 2, D. C. SP 7-4105

STOCK ART

BOOK OF REVERSES — thousands of them for every ad purpose! Commands, pointers, action-getters, numbers, prices, complete heads, etc. In handy loose-leaf clip book form, ready to cut and paste. Excellent reproduction quality, printed on one side of page only. Ideal for ads, circulars, catalogs, house organs. Saves hundreds of dollars normally spent for individual reverses. Write for your Book Of Reverses today! **SEND NO MONEY** — your card or letter brings it by return mail. Look it over for 10 days, then remit only \$12.50. If not pleased, return book and owe nothing. **PRINTEX ADVERTISING SERVICES**, P.O. Box 805, Brownwood, Texas.

BUSINESS OPPORTUNITIES:

WONDERFUL MAILORDER SELLER! New book — "200 Wanted Inventions and How to Invent Them." If qualified to handle something big, write quickly. **MCB 1221R** West Minnehaha Pkwy., Minneapolis, Minn.

HELP WANTED

Advertising Assistant for complete charge mail order section of major photographic firm. Must have some photographic background with direct mail experience on lists, mailings, layouts, analyses, etc. Salary commensurate with experience. Write The Reporter, Box #123.

MAILING LISTS

30,000 Selected names of flower growers, landscape architects, public gardens, seedsmen and nursery men. Send today for free brochure, "Selected Names of Flower Growers and Gardeners". Macfarland Company, Box 540-D, Westfield, New Jersey.

HENRY HOKE DIRECT MAIL LIBRARY

This is a set of eleven 6 x 9 booklets . . . something that has a place in every advertising library . . . something which explores thoroughly the many facets of Direct Mail. Sells for \$12.50. This set will generate your thinking . . . will enable you to build a powerful, effective, sales promotion program . . . will help you lick some of your toughest sales problems. Send check to

The Reporter, Garden City, N. Y.

Direct Mail

directory

LISTINGS ONE LINE PER ISSUE, \$18.00
PER YEAR, UNDER SPECIAL HEADINGS,
\$24.00 PER YEAR.

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Address-O-Rite Stencil & Mach. Co., Inc., 64 W. 23 St., N.Y.C. 10 (OR 5-3240)
Creative Mailing Service, Inc., 460 N. Main, Freeport, N.Y. (FR 2-2431)
Merit Mailers, 30 Sterling Street, East Orange, N.J. (OR 2-3990)

ADDRESSING MACHINES

Addressing Machine & Equip. Co., 328 Broadway, N.Y. 7, N.Y. (HA 2-6790)
Approved Business Machines Co., 15 Hudson St., New York 13, N.Y. (CA 6-0233)
Elliot Ad. Machine Co., 185A Albany St., Cambridge 39, Mass. (TR 6-2929)
Elliot Ad. Machine Co., 117 Leonard St., New York 13, N.Y. (WA 5-1372)
Mailers' Equipment Co., 49 W. 12th St., N.Y. 11, N.Y. (OR 2-3448)

ADDRESSING PLATES AND EQUIPMENT

The Fongad Company, Fongad Building, Bayonne, New Jersey (HE 6-0525)

ADDRESSING — TRADE

Addressing Unlimited, 1000 Flushing, New York (VT 3-3191)
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N.Y. (VI 6-5322)

ADVERTISING ART

A. A. Archibald, Publisher, F. O. Box 20749, Los Angeles 6, Calif. (RI 9-0180)
Ad Art Service, 190 Walnut Street, Peoria, Illinois
Harry Volk Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. (PL 4630)

ADVERTISING BOOK MATCHES

Match Corp. of America, 3432-43 48th Pl., Chl. 32, Ill. (VI 7-2344)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co., 5734 W. Irving Park Rd., Chl. 34, Ill. (AV 3-4132)
Jerry Hawk Advertising Specialties, 1515 N. Cleveland Ave., Canton 3, Ohio (OL 6-4541)

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Troy M. Hadlin, T. & D. Hadlin, 1832 M St., N.W., Wash. 8, D.C. (RE 7-2432)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N.C. (PB 6-3550)
Merit Mailers, 30 Sterling Street, East Orange, N.J. (OR 2-3990)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)
Commercial Mailings, 2330 East 27th Street, Los Angeles, Calif. (LU 9-2442)
Lain Letters, Inc., 167 West 10th Street, New York 14, N.Y. (WA 3-1764)
Great Rock Letter Service, 3 Hicks Lane, Great Neck, N.Y. (QR 2-9248)
Westbury Letter Service, 3001 Wellington Court, Westbury, N.Y. (KD 4-8383)

BOOKS

Art & Tech. of Photo Eng. Heran Eng. Co., 44 W. 28, N.Y.C. 1 (MU 9-8585)
Partial Review Associates, 100 N. State St., Chicago 4, Ill. (CH 2-3336)
Reporters on Direct Mail, 224 Tth. Garden City, N.Y.
Cardinal Years
Dogs That Climb Trees 1.00
How To Get The Right Start in Direct Advertising 1.00
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Readership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Showmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Mailing 1.00
The Plain Jane of Direct Mail 1.00
How To Think About Industrial Direct Mail 1.00

BUSINESS FORMS

Alfred Allen Watts Company, Inc., 100 N. State St., Chicago 4, Ill. (CH 2-3336)

CATALOG PLANNING

Catalog Planning Co., 191 W. 54th St., N.Y. 19, N.Y. (PL 7-1947)

CHRISTMAS STATIONERY

The Northern Company, 2025 South Cooper Street, Arlington, Texas (CR 5-2307)

COPYWRITERS (Free Lance)

Glenn L. Anderson, 14235 Magnolia Blvd., Van Nuys, Calif. (BT 9-2423)
Leo P. Roti Jr., 64 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)
Tom A. Foley, 2222 Olive Street, St. Louis, Mo. (CI 1-2815)
Orville E. Reed, 160 N. State St., Howell, Mich. (Tel. 65)
Sig Rosenblum, 107 West 74th Street, New York 23, N.Y. (BU 7-2821)

DIRECT MAIL AGENCIES

Abrams Associates, Inc., 901 Madison Ave., N.Y. 17, N.Y. (PL 1-0312)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass. (BU 2-3336)
Bemer J. Buckley, 100 N. State St., Chl. 4, Ill. (HA 7-9187)
The Buckler Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Phase Direct Mail Service Corp., 12 E. 46th St., New York 17, N.Y. (MU 7-2290)
James Connell & Assoc., 606 Mills Bldg., Wash. 6, D.C. (BT 3-1732)
Dickie-Raymond, Inc., 478 Atlantic Ave., Boston 10, Mass. (BA 6-3366)
Dickie-Raymond, Inc., 225 Park Ave., N.Y. 17, N.Y. (MU 4-3610)
Direct Advertising Associates, 21 East 40th Street, New York 1, N.Y. (OR 9-0628)
Direct Mail Service, 175 Lockie St., N.Y., Atlanta 3, Ga. (JA 1-3268)
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 2-7852)
General Office Service, Inc., 327 E. 81st St., Washington 1, D.C. (NA 8-5248)
Harrison Service Inc., 216 East 50th Street, New York 17, N.Y. (PL 1-2840)
Ricker-Murphy Div. of James Gray, Inc., 214 E. 45th St., N.Y. 17 (MU 2-6666)
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1090)
Merit Mailers, 30 Sterling Street, East Orange, N.J. (OR 2-3990)
R. L. Peck & Co., 431 Howard St., Detroit 21, Mich. (WO 1-8478)
Rudy-O Products Co., 7 Central Park W., N.Y. 22, N.Y. (CT 8-1112)
Responda-Letter, 411 R. Sangamon St., Chicago 7, Ill. (MO 6-9873)
Responda-Letter, 520 Fifth Avenue, New York 35, N.Y. (MU 7-6250)
Richardson-Rose Inc., 15555 W. McNichols Rd., Detroit 26, Mich. (BR 3-2655)
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4700)

Marwell Sackheim & Co., Inc., 545 Madison Ave., N.Y. 22, N.Y. (PL 1-2151)
Sales Letters, Inc., 133 W. 23rd St., N.Y. 11, N.Y. (WA 9-2880)
Randy Rocks & Co., Inc., 91 7th Ave., N.Y. 11, N.Y. (WA 4-1561)
The Smith Company, 47 Beale St., San Francisco, Calif. (BU 1-6864)
Lloyd F. Wood Associates, 1610 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-9042)

DIRECT MAIL CONSULTANTS

James Connell & Assoc., 606 Mills Bldg., Wash. 6, D.C. (BT 3-1732)
Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 10, N.Y. (OR 7-8886)
Peter L. Shugart, 290 W. Pine Blvd., L. A. 6, Calif. (DU 5-4211)

DIRECT MAIL EQUIPMENT

Auto-Typist, 3323 N. Palisade St., Chicago 30, Ill. (EV 3181)
B. H. Hume Co., 7400 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4455)
Cheshire Mailing Machines Inc., 1641 N. Huron St., Chicago 23, Illinois
Feltus Tying Machine Co., 3251 N. 25th St., Milwaukee 14, Wis. (RI 5-7131)
Fridon Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.
National Bundle Tye Co., 11151 Highland, Michigan (BL 143)
Pitney-Bowes, Inc., 1000 Broadway, Stamford, Conn. (PT 8-3831)
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-4212)
Seal-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0990)

DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS

Emura Color Process, 39 East 10th St., N.Y. 3, N.Y. (AL 4-3502)

DIRECT MAIL SUPPLIES

Lee Products Co., 2763 S. Lyndale, Minneapolis 8, Minn. (RE 0000)

ELLIOTT STENCIL CUTTING

Albee Business Service, Inc., 32-15 33rd St., Long Island City 8, N.Y. (AS 8-4302)
Clear Cut Duplicating Co., 149 Broadway, N.Y. 6, N.Y. (OR 7-3247)
Creative Mailing Service, 460 N. Main St., Freeport, N.Y. (FR 2-3990)

ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (PU 5-4340)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-3686)
Berlin & Jones Co., Inc., 301 W. 24th St., N.Y. 1, N.Y. (WA 4-4400)
The Boston Envelope Co., 307 High St., Dedham, Mass. (FA 8-5727)
Colortone, 2412 17th St., N.W., Washington, D.C.
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N.Y. (TR 5-2585)
Cupples-Hesse Corp., 1483 Koonauqua Way, Des Moines 14, Iowa (HA 8-5727)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TA 6-7260)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-2709)
Curtis Envelope Co., 159 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 6-7260)
Garden City Envelope Co., 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3600)
Gaw-O-Hara Envelope Co., 598 N. Sacramento Blvd., Chl. 15, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co., 53 33rd St., Brooklyn 32, N.Y. (BT 6-2000)
Heco Envelope Co., 4500 Cortland St., Chl. 29, Ill. (CA 7-2400)
Quality Park Envelope Company, 2520 Come Ave., St. Paul 1, Minnesota
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N.Y. (HA 2404)
The Standard Envelope Co., 1400 E. 30th St., Cleveland 14, O. (PR 1-2000)
Tension Envelope Corp., 18th & Campbell Sts., Kansas City, Mo. (HA 1-0092)
Tension Envelope Corp., 270 Madison Avenue, New York 16, N.Y. (LE 2-8212)
Trans Envelope Co., 3542 N. Kimball Ave., Chicago 16, Ill. (IR 6-0914)
Trans Envelope Co., 32 Monitor St., Jersey City, N.J. (HE 4-1587)
United States Envelope Co., 55 West 12th St., Springfield 2, Mass. (RE 6-7211)
United States Envelope Co., 217 Broadway, N.Y. 1, N.Y. (FA 2-7800)
Wolf Detroit Envelope Co., 14706 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1900 Inc., 159 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp., 3025 Franklin Blvd., Chl. 12, Ill. (NE 8-1200)
Garden City Envelope Co., 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3600)
Heco Envelope Co., 4500 Cortland St., Chl. 29, Ill. (CA 7-2400)
The Savon Company, Inc., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)
Tension Envelope Co., 18th & Campbell Sts., Kansas City 1, Mo. (HA 1-0092)
The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 11, O. (PR 1-8470)

FOREIGN MAILINGS

DeMuttator M.V., 112 Amsterdam, Holland
Sando Rocks & Co., Inc., 91 7th Ave., N.Y. 11, N.Y. (WA 4-1561)
Henry Wobbel & Associates, Thornycroft, Scarsdale, N.Y.

IMPRINTERS — SALES LITERATURE

Merit Mailers, 30 Sterling Street, East Orange, N.J. (OR 2-3990)

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 525 Newark Ave., Elizabeth, N.J. (EL 4-3687)
Bund-O-Matic, 40 Ave. C, Brooklyn 32, N.Y. (SO 8-4819)
Coupon Service Corp., 37 East 18th St., N.Y. 3, N.Y. (OR 8-0100)
Creative Mailing Service, 660 North Main St., Freeport, N.Y. (FR 2-3990)
Drumcliff Advertising Service, 1111 Hill St., Toronto 4, Md. (VA 5-2290)
Mailings Incorporated, 55 West 12th St., New York 11, N.Y. (WA 5-5188)
Merit Mailers, 30 Sterling Street, East Orange, N.J. (OR 2-3990)
Raymond Service, Inc., 100 Fifth Avenue, New York 10, N.Y. (GA 4-1100)
West. Exp. Dir. Adv. Co., 615 Howard St., San Francisco 3, Calif. (WA 1-8508)

INVISIBLE INK LETTERS & POST CARDS

M. E. Moss & Co., 119 E. Ann Street, Hartford 13, Conn. (JA 2-6505)
Sando Rocks & Co., Inc., 91 7th Ave., N.Y. 11, N.Y. (WA 4-1561)

LABEL PASTERS

Foldervin Machine Co., 221 North St., Teterboro, N.J. (HA 8-1041)

LABELS

Dennison Mfg. Co., Framingham, Mass. (FR 2-3511)
Allen Hollander Co., Inc., 345 Gerard Avenue, New York (MO 8-1818)
Fenny Label Co., 3 Murray St., N.Y. 11, N.Y. (BA 7-7711)
Templine Label Service, Frankford and Allegheny Aves., Phila. 24, Pa. (RE 6-6878)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co. 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1581)

LETTERHEADS

Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BR 3-2333)
 Woodbury & Co., Inc. Chadwick Square, Worcester 5, Mass. (PL 4-1712)

LETTERS

Responds-Letter 411 S. Bangamon St., Chicago 7, Ill. (MO 6-9878)
 Responds-Letter 520 Fifth Avenue, New York 36, N. Y. (MU 7-4359)

LIST FULFILLMENT SERVICE

American Press 200 S. 7th, Columbia, Mo. (GI 3-9731)

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN, NEW YORK
 Valco Reproduction & Mailing Service, Inc. 1715 Avenue Z (35) (SH 5-5235)

CHICAGO
 Incubite & Co., Inc. 330 N. Dearborn St. (10) (SU 7-1732)

CLEVELAND
 Cleveland Letter Serv., Inc. 740 W. Superior, (12) (SU 1-8300)

DETROIT
 Robert Silverman, Inc. 1270 Ontario Street (CH 1-6575)

DETROIT
 Advertising Distributors of America, Inc. 534 Bagley Avenue

DETROIT
 Advertising Letter Serv. Co. 2520 Jefferson Rd., Detroit 26, Mich. (DE 3-3555)

DETROIT
 Curtis & Burgis 610 First-Market Bldg. (28) (WO 3-5588)

DETROIT
 R. L. Folk & Co. 431 Howard St., Detroit 21, Mich. (WO 1-8470)

EAST ORANGE, NEW JERSEY
 Merit Mailers 28 Sterling Street (OR 3-3900)

ELIZABETH, NEW JERSEY
 Automatic Mailing Service 829 Newark Ave. (EL 4-3387)

HUUSTON
 Premier Printing & Letter Serv. 620 Texas Ave. (3) (CA 7-4145)

LOS ANGELES
 Krupp's Ad. Mailing Serv. 2390 W. Pico Blvd. (6) (DU 5-5421)

MARION, OHIO
 Fulfillment Corp. of America 281 W. Center St. (Tel: 2-1187)

MONTREAL, CANADA
 Commercial Letter & Litho Inc. 350 St. James St. West (AY 8-9297)

NEWARK, NEW JERSEY
 Automatic Mailing Service Inc. 560 Belmont Ave. (5) (TA 4-9801)

NEW YORK CITY
 Advertisers Mailing Serv., Inc. 45 W. 18th St. (AL 5-4500)

NEW YORK CITY
 Ambassador Letter Serv. Co. 11 Stone St. (4) (BO 9-0607)

NEW YORK CITY
 Cardinal Direct Mail Corp. 2 Broadway, (4) (WH 4-3732)

NEW YORK CITY
 Century Letter Co., Inc. 48 E. 31st St. (30) (AL 4-8300)

NEW YORK CITY
 Chase Direct Mail Service Corp. 12 E. 40th St. (MU 7-5277)

NEW YORK CITY
 Mary Elise Clancy Co. 250 Park Ave. (17) (YU 4-7438)

NEW YORK CITY
 Coupon Service Corp. 87 East 19th St. (OR 2-8100)

NEW YORK CITY
 Elite Letter Co., Inc. 11 W. 22nd St. (1) (PE 4-1422)

NEW YORK CITY
 Mailings Incorporated 35 West 13th St. WA 9-5138

NEW YORK CITY
 Mailograph Company Inc. 30 Water Street (BO 9-7777)

NEW YORK CITY
 The St. John Assoc., Inc. 75 W. 45th St. (38) (JT 2-3344)

NEW YORK CITY
 Surety Letter Service 7 East 42nd Street (MU 5-5377)

NEW YORK CITY
 Type Letter Serv. Corp. 55 East 19th St. (3) (AL 4-9174)

PHILADELPHIA
 Connolly Organization, Inc. 1010 Arch St. (7) (MA 7-8123)

PHILADELPHIA
 Woodington Mail Advertising Serv. 1204 Arch St. (7) (RI 6-1349)

PITTSBURGH
 Advertisers Associate Inc. 1827 Penn Ave. (32) (AT 1-6144)

ROCHESTER
 Arst & Birch 15 South Ave. (4) (BA 5-6340)

SAN FRANCISCO
 Letter Shop 67 Beale St. (SU 1-8504)

WESTFIELD, NEW JERSEY
 Union County Business Bureau 7 Elm St. (WE 2-3393)

OSLO/NORWAY
 Expedis/Innstrøen A. S. Roadhusgaten 8

MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc. 140 W. 55th St., N. Y. 10, N. Y. (JU 6-3768)

George Bryant & Staff 71 Grand Avenue, Englewood, N.J. LO 7-3200

George Bryant & Staff 125 East 7th St., Los Angeles 14, Calif. (VA 9486)

The Condit Co. 125 East 23rd St., N. Y. C. 10 (AL 4-8879)

Dependable Mailing Lists Inc. 381 4th Ave., N. Y. C. 16 (AL 4-4991)

Walter Dyer, Inc. 333 N. Michigan Ave., N.Y. 10, N.Y. (OR 4-7061)

Walter Dyer, Inc. 331 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill Int'l List Co., Inc. 55 East Washington St. Chicago 2, Ill. (DE 2-0580)

Gould Co. 160 Erie St., Englewood, N. J. (RI 3-0461)

Walter Karl, Inc. 55 E. 35th St., N. Y. 10, N. Y. (OR 9-7450)

Lewis Knid Co., Inc. 25 West 43rd St., New York 36, N. Y. (JU 2-9330)

Willa Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (SP 7-7460)

Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)

Nanos Unlimited, Inc. 252 Fourth Avenue, New York 10, N. Y. (CO 5-2454)

D. L. Nativick Co. 130 W. 52nd Street, New York 19, New York (FO 3-8416)

People in Place, Inc. 175 Fifth Avenue, New York 10, N.Y. (OR 7-3774)

Planned Circulation 19 West 44th St., New York 36, N.Y. (MU 7-4158)

William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-3238)

Bonham Advertising 1430 Grand, Kansas City 8, Mo. (HA 1-6400)

Sanford Evans & Co., Ltd. 156 Lombard Ave., Winnipeg 3, Manitoba, Can. (92-2151)

William Stroth, Jr. 568-570 54th St., West New York, N.J. (TN 4-4800)

James E. True Assoc. 319 4th Ave., N. Y. 16, N. Y. (MU 9-0630)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING

BELOW OF COMPILERS & OWNERS

Direct Mail Users 18,500 (Reporter of DM)

Dog Owners List over 2,000,000 (Western Empire)

Fund Raising Lists 1,000 (Wm. M. Profit Associates)

New Car Buyers Midwest and Western States (Gile Letter Service)

Pet Shops, 6000 Pet supply jobbers, 150 Cat breeders, 6M (All Pets)

Public Relation & Promotion Lists 1,000 (Wm. M. Profit Associates)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply 1308 Jericho Pk., New Hyde Park, N.Y. (FI 3-4702)

Albert Mailing Lists 120 Liberty St., N. Y. C. 4, N. Y. (HE 3-7373)

Allison Mailing Lists Corp. 905 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)

All-Pets Magazine, Inc. 14 Darling Place, Fond du Lac, Wis. (WA 2-0080)

Associated Advertising Serv. 613 Wilcox St., Port Huron, Mich. (YU 3-7773)

Bodine's of Baltimore 501 E. Preston St., Baltimore 5, Md. (DE 2-8400)

Bookbureau Lists 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)

Boyd's City Dispatch, Inc. 329 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)

Buckley-Dement 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3962)

Catholic Letter Bureau 415 East 43rd St., N. Y. 36, N. Y. (CO 5-4400)

Creative Mailing Service 490 N. Main St., Freeport, N. Y. (PH 8-4830)

Directory of Asana, Gale Research Co. 1116 Book Tower, Detroit 26, Mich. (WO 1-9085)

Walter Dyer, Inc. 333 N. Michigan Ave., Chl. 3 Ill. (FI 6-4190)

Walter Dyer, Inc. 291 4th Ave., N. Y. 16, N. Y. (OR 4-7061)

Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (OX 7-8767)

Drumcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 3-7290)

Ed Kagan Webster, Mass. (WE 2780)

E-Z Addressing Serv. 85 Washington St., N. Y. 5, N. Y. (HA 2-4482)

Fairchild Lists, Fairchild Publications Inc. 7 E. 12th St., N. Y., N.Y. (ME 5-5252)

Gile Letter Service, 723 Third Avenue South, Minneapolis 2, Minn. (FE 3-5471)

Fritz S. Hofheimer 28 E. 32nd St., N. Y. 16, N. Y. (OR 4-6430)

Industrial List Bureau Webster, Mass. (WE 2780)

Jewish Statistical Bureau 259 Broadway, New York 7, N. Y. (DE 3-4500)

Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (BT 7-3169)

Merit Mailers 28 Sterling Street, East Orange, N. J. (OR 3-3900)

Official Catholic Directory 15 Barclay St., N. Y. 3, N. Y. (RA 7-2800)

Palmer L. Is 3432 Grand Concourse, N.Y.C. 58 (BS 2-4448)

Paramount Mailing Lists 77-14 138th St., Flushing 67, N. Y. (JA 6-8472)

R. L. Folk & Co. 431 Howard St., Detroit 21, Mich. (WO 1-8470)

W. B. Fossels, Inc. 44 Hensick St., Englewood, N. J. (EN 4-5200)

Precision Equipment Co. 3716 Milwaukee Ave., Chicago 41, Ill. (AY 3-3335)

William M. Profit Associates 885 Main St., East Orange, N. J. (OR 3-3233)

R. L. Rasmussen 11834 Ventura Blvd., N. Hollywood, Calif. (BT 7-3169)

Reporter of Direct Mail Address 224 7th St., Garden City, N. Y. (FI 4-1837)

Research Projects, Inc. 55 West 19th St., New York, N. Y. (JU 2-0530)

The Speed Address Co. 48-91 42nd St., Long Island City 4, N. Y. (ST 4-5023)

William Stroth, Jr. 568-570 54th St., West New York, N. J. (UN 4-4800)

W. B. Watson Corp. 25 Hance Ave., Freeport, N. Y. (PH 8-8115)

Zeller and Letica, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (WT 3-1730)

MAIL ORDER CONSULTANT

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (WT 3-1730)

Herbert L. Kellner & Associates, 451 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)

MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 238 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

WATCHED STATIONERY

Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0002)

MERCHANDISE FOR DIRECT MAIL

Sloan-Ashland Div. Elec. Eng. Prod. Midea Mart, Chicago 84, Ill. (DE 7-0717)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 328 Broadway, N. Y. 7, N. Y. (HA 2-0706)

MIMEOGRAPHING-OFFSET

Surety Letter Service 7 East 42nd Street, New York, N. Y. (MU 2-5377)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 E. Wells Street, Chicago 6, Ill. (BT 7800)

Mack Type Co., Inc. 55 Fulton St., N. Y. 7, N. Y. (DE 3-1467)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc. 534 Bagley Avenue

Merit Mailers 28 Sterling St., East Orange, N. J. (OR 3-3900)

West. Emp. Dir. Adv. Co. 612 Howard St., San Francisco 6, Cal. (OA 1-8500)

PACKAGING

Coupon Service Corp. 37 East 18th St., N. Y. 3, N. Y. (OR 3-0-00)

Merit Mailers 28 Sterling Street, East Orange, N. J. (OR 3-3900)

PAPER MANUFACTURERS

American Writing Paper Corp. Holyoke, Mass.

Appleton Coated Paper Co. 1250 N. Meade St., Appleton, Wis. (4154)

Bryan Weston Company Dalton, Mass.

Curtis Paper Company Newark, Delaware (EN 8-8351)

Eastern Corporation Bangor, Maine (Tel: 8221)

Fraser Paper, Limited 400 Lexington Ave., N. Y. 17, N. Y. (LE 2-0340)

W. C. Hamilton & Sons Miquon, Pa. (IV 3-3160)

Hammermill Paper Co. Erie, Pa. (Tel: 4-7181)

Hawthorn Paper Co. Kings Highway, Hounsonton 98, Mich. (FI 5-1153)

Howard Paper Mills, Inc. Housonton, Md.

International Paper Co. 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7590)

Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-8311)

Mead Paper, Inc. 118 West First Street, Dayton 2, Ohio

Mohawk Paper Company Cohoes, N. Y.

Neenah Paper Co. Neenah, Wis. (Tel: 3-1531)

Neenah Edwards Paper Co. Fort Edwards, Wis. (Tel: 3111)

Penitular Paper Co. Ypsilanti, Mich. (JU 2-8600)

Rex Paper Co. Kalamazoo, Mich. (FI 2-0151)

Rising Paper Co. Housatonic, Mass. (Ho 47)

The Berg Paper Company Middletown, Ohio

Wausau Paper Mills Co. 111 W. Washington, Chicago, Ill. (FI 6-4700)

PERSONALIZED GIANT GRAMS

Sando Rocks & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8545)

PHOTOGRAPHERS

JJK Copy Art. 165 West 46th Street, New York 19, N. Y. (PL 7-0223)

POST CARDS

Encore Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Plastichrome-r, by Colourpicture Publishers

280 Newbury St., Boston 15, Mass. (CO 7-7500)

PRINTING - OFFSET LITHOGRAPHY

Encore Litho, Inc. 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

Largess Press, Inc. 184 White Street, New York 13, N. Y. (WA 5-7325)

Sando Rocks & Co., Inc. 91 7th Ave., N. Y. C. 11 (WA 4-1551)

PRINTERS - LETTERPRESS & LITHOGRAPHY

Merit Mailers 28 Sterling Street, East Orange, N. Y. (OR 3-3900)

Paradise Printers 28 Sterling Street, Paradise, Pa. (OV 7-3200)

SALES PROMOTION COUNSEL

James Connell & Assoc. 606 Mills Bldg., Wash. 6, D. C. (BT 3-1732)

SEASONAL STATIONERY

National Creative Sales Inc. 18 E. 48th St., N. Y. 17, N. Y. (EL 5-0025)

Arthur Thompson & Co. 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

SIGNS - PRESENTATIONS

Stewart Signs P. O. Box 901, Newark 1, New Jersey

SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 281 W. Center St., Marion O. (Tel: 2-1187)

ADVANTAGES

- **Speed**—capacity up to 6,000 an hour. Available in 1-to-4 station models.
- **Accuracy**—automatic detection of errors before envelopes are filled.
- **Simplicity of setting**—can be adjusted to any job in minutes, without special tools or skills.
- **Feeding**—friction type, handles wide variety of material from invoices and statements to checks and tabulating cards.
- **Ease of operation**—all controls handy on one side.
- **Versatility**—handles widest range of envelope sizes—from 6 by 3 $\frac{1}{4}$ inches up to 12 by 6 inches; even nests enclosures inside one another while inserting.
- **Compact design**—with straight-line, self-centering feed; all moving parts enclosed.
- **Preferred metered postage**—(1st or third class) is provided by an optional hookup with a PB postage meter.
- **Backed by Pitney-Bowes service** from 107 branches, coast-to-coast, in the U.S. and Canada.



Stuffs up to 6000 envelopes an hour ... speeds mailing, cuts costs

The new Pitney-Bowes "3100" Mail Inserting Machine is big news to mailers... does away with diverting office people from more productive jobs for inserting, or running up expensive overtime.

The "3100" gathers, nests, and stuffs in envelopes as many as four enclosures of various kinds... closes, seals, counts, and stacks envelopes at speeds up to 6,000 an hour. An optional postage meter machine hookup provides preferred metered mail postage, either

first or third class—or alternative postage.

It equals the production of eight trained workers. Some users report time savings up to \$7.00 per thousand pieces. Even with only occasional use, the PB "3100" can show you appreciable savings. It speeds mailing, and permits better scheduled mailings, allows more mailing to promote your product or service.

For details, call the nearest PB office or send coupon for free illustrated booklet and user case studies.



PITNEY-BOWES Mail Inserting Machine

Made by the originator of the postage meter... leading manufacturer of mailing machines. 107 branch offices with service coast to coast in the U.S. and Canada.

PITNEY-BOWES, INC.
5753 Crosby St., Stamford, Conn.



Send illustrated booklet on the "3100"
Mail Inserting Machine, and case studies.

Name

Address

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

HERE IS A NEW YEAR'S RESOLUTION all of you should make. Before 1958 has had a chance to get aged . . . resolve to buy and read, reread and induce your associates to read, two important new books. We have finished reading both from cover to cover and think they are tops.

Titles and details are: (1) *Persuasion for Profit* by Nicholas Samstag (director of promotion for *Time*, the weekly newspaper). Published by University of Oklahoma Press, Norman, Oklahoma. 208 pages. Price is \$3.75. (2) *Making Ads Pay* by John Caples (vice president of Batten, Barton, Durstine & Osborn, Inc. Author of *Tested Advertising Methods*, *Advertising Ideas* and *Advertising for Immediate Sales*). Published by Harper & Brothers, 49 E. 33rd St., New York 16, N. Y. 242 pages. Price is \$4.50.

You'll feel better, and work better in 1958, if you carefully study these two books. They are entirely different in style and method of approach, but they fit perfectly together in the scheme of things. Both were written by old friends of this reporter, who has long admired what these men have accomplished. You'll admire the high moral plane in which each book approaches its analysis of advertising and selling.

They should be good counteracting agents to the derogatory, but sensational, books such as *The Hucksters* and *The Hidden Persuaders*. They emphasize that, for the most part, American advertising and promotion is prepared by men of integrity who work for reputable concerns that manufacture worthwhile products.

I delayed reporting about the Samstag book until I could see what other reviewers had to say. The praise has been generous. Nick gave me the privilege of reading advance galley proofs. I told him last September I thought the book was wonderful . . . my only fear was that there wouldn't be enough people with gumption and brains enough to read his keen analysis so it would be profitable for the publishers.

Nick's book is typically Nick Samstag. I doubt if any book about advertising and/or promotion has ever been written with such care in describing each possibly-confusing word. It takes careful reading to understand the definitions of what we all are fumbling around trying to do. But once past the first chapter, you will be absorbed in the maze of concrete experiences which Nick unfolds in his analytical way. You'll probably be more careful in all your future writing when you listen to the Samstag conclusion that "the credibility of all advertising and promotion has been undermined by the indifference to truth on the part of too many promoters." His warnings on the pitfalls of testing are wonderful. The chapter listing and describing the seventeen promotion strategies is priceless. His analysis of the promotion instinct and the characteristics of a good promotion man should make you sit up and think . . . whether you belong in your job or not.

The Caples book is typically John Caples. Easy to read . . . fascinating. Filled with a-b-c case histories of countless tests on copy, headlines, pictures, appeals, etc. I think it's even better than John's previous masterpiece. Naturally, he is more mature and has many more experiences behind him. This one will probably go down in history as the best-by-far textbook for copywriters in any form of communications . . . whether mass media, air waves or direct mail. John takes you behind the scenes of his early life . . . how he got the experience or the ideas to write such famed ads as "They laughed when I sat down at the piano" and "They grinned when the waiter spoke to me in French." Chapters four and five tell for the first time how these much-quoted ads were originated and what happened as a result of them. From these and other experiences (bad and good), John has developed for you a series of checklists on what seems to work best and what does not. They are summarized at the end of each chapter and again at the end of the book.

After you have finished absorbing John Caples' findings . . . you will be completely in accord with the premise: "A good advertisement is a believable promise to the right audience." And that applies to about all types of advertising . . . newspaper, magazine, television, radio and direct mail.

So . . . make reading these two books your prime resolution for the New Year. You'll feel better about your own work as a result. Have taken considerable Scuttlebutt space to make this resolution suggestion . . . but the books are worth it. They have stimulated considerable conversation on the front porch.

MY BIRTHPLACE, Baltimore, has managed to get itself in the news with a big bang . . . or rather Mayor D'Alesandro has done it. Advertising associations, publishers and retail groups are up in arms over a four percent tax on advertising expenditures and two percent on advertising media. No other city has such a tax. If Baltimore succeeds in making this one stick . . . it might spread like wildfire to other tax-hungry communities. New York City at one time proposed a tax on advertising income . . . but called the whole thing off when agencies threatened to move out of town. Taxing advertising will restrain business growth. Will be interesting to watch what happens in Baltimore.

IN SPITE OF CRITICISMS in years past, merchants seem determined to commercialize Christmas to a point where it will have lost its spiritual flavor . . . and will be a source of constant irritation. This year started out worse than ever. Instead of waiting for Thanksgiving to come and go . . . some merchants had Santas arriving early in November. Some by helicopter and/or space ships. No wonder the youngsters are confused and cynical. Don't blame 'em. As this is written . . . haven't heard the first Christmas carol, but sure as shootin' we'll be hearing them day in and day out from Thanksgiving on until

Silent Night and *Little Town of Bethlehem* have lost their meaning. I still think it was saner and more wonderful when we trudged through the snow for the church's Christmas Eve party and heard the old carols for the first time in a year. Last year, we were so fed up with the constant month-long repetition, we didn't even unpack our cherished Christmas records. Others must feel the same way.

WHILE WE ARE GRIPING . . . may as well mention that many conversations these days eventually come around to a heated discussion of television commercials. What can be done about them . . . nobody seems to know. Most of the advertisers don't seem to care a hang as long as their names and products are shouted in the loudest, longest and most asinine ways. Maybe the books by Nick Samstag and John Caples (if read) will knock some sense into those who are abusing television. Everyone seems to be agreed . . . *we like television*. We don't want to see anything happen to it. But it's getting more and more irritating to more and more people to have an interesting program interrupted by a silly commercial. Particularly so when a George Gobel, Eddie Fisher, Ed Sullivan, etc., steps out of character and raves about something he's paid to rave about. In most cases, you can tell by the facial expression and the tone of voice that these "artists" are not *enthusiastic* about the wares they promote. If the trend spills over to other media, you can expect to find inserts in magazine articles or newspaper stories, "Before you read further, do go out and buy a tube of Twirl, or we'll dump you out of your l-a-z-y hammock."

More and more visitors to the front porch have told us about installing a remote control commercial-turner-offer on their television sets. Several manufacturers, including Zenith and Motorola, have remote control sound-off gadgets as standard equipment. If this continues . . . listening ratings of programs won't mean a thing. Viewers will watch the entertainment, but they won't listen to the sales pitch.

Sad part about it . . . commercials don't necessarily have to be irritating. General Electric and Kraft have demonstrated successfully that commercials can be educational and interesting. With all the clamor against irritating television commercials, I think it's more important than ever before for the direct mail people to be sure their appeals are *not irritating*. Each piece should contain a believable promise to exactly the right audience (person). We've seen some terrible cases lately where the wrong format, wrong process and wrong copy caused irritation in the minds of recipients. Glenn Reineke of Henry Van Hummell, Inc. in Denver, Colorado, sent us a distressing case from a local retailer . . . a sloppy hand-lettered message processed on firm's statement form. Stuff like this feeds the flames against "junk mail."

WHOOPS! Some of us have been laughing about the latest stamp issued by the Post Office Department . . . a 3c Wildlife Conservation issue dedicated to the Whooping Crane. November 22 was first day for collectors in New York and Corpus Christi, Texas. Maybe the philatelists like these new stamps . . . but it seems sort of silly to the average citizen to get Whooping Cranes involved in the payment of postage. It's even more confusing to postal workers who sometimes cannot tell whether the stamp at upper right is really postage or a charitable seal. We know of one actual case where a joker, as an experiment, pasted Christmas Seals in place of a stamp . . . and the envelopes went through in the holiday rush. Even though these commemorative stamps may make a slight profit for

the Post Office Department . . . wouldn't it simplify operations to go back to the good old days when each denomination of stamp was standardized . . . green for 1c, red for 2c, purple for 3c, etc? Seems like we are whooping it up too much with constant changes in commemoratives.

AN OLD ARGUMENT is popping up again. Is "Direct Mail Advertising" the right term for what we are interested in, or talking about? Boyce Morgan of Washington, D. C., who visited the front porch recently with wife Helen, has long been opposed to the term "advertising." We showed him what Bus Reed had to say about it recently:

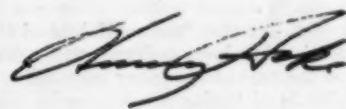
"The word 'advertising' might be a misnomer as far as direct mail is concerned. It really isn't advertising at all. It is selling. Or publicity. Maybe it's more nearly 'Direct Mail Sales Promotion.' But then, this business of naming the medium has been kicked around for years. In my mind the word 'advertisement' is an announcement. It started as something posted in the public square for those who passed by to read. Direct mail is an entirely different proposition. It is dropped right on the desk of the prospect or into the home of the prospect. Direct mail goes to the prospect. The prospect doesn't go to advertising. She or he must pick up a magazine, leaf through it and happen on to an advertisement. Or, she or he must turn on a television, or drive a car down a certain street to see a certain billboard. Direct mail is a part of the daily life of most of us—our mail. It comes personally delivered by the mailman, along with that expected letter from Aunt Minnie, our bank statement, an invitation to a party, etc."

Maybe we should get Nick Samstag to do some researching . . . and define the terms we use or accurately describe this second largest of all media.

MISCELLANEOUS CONVERSATIONS: Another old-time direct mail personality has moved to Florida. Bob Gile, lettershopper of Minneapolis, has built an apartment house project in Pompano Beach at 1001 South Riverside Drive. It's called Chateau Pompano; in Fort Lauderdale area on the gold coast eastern section of the state. Bob is using plenty of direct mail to promote. Mae Ostland, a former Minnesota girl, will be manager.

Ray Hagel of Smith, Hagel & Knudsen, Inc. (ad agency), 30 E. 60th St., New York 22, N. Y., writes to thank us for October Reporter coverage of the top award-winning Union Bag-Camp Paper Corp. campaign in DMAA contest. But he disclaims being the "creative genius" responsible for the masterpiece. Says real credit belongs to Bill Henderson, account executive, who wrote most of the copy, and to Martin Neier, traffic manager, who supervised assembling and producing all the intricate parts of the campaign. Well . . . I suppose that's why Ray Hagel's outfit can produce outstanding prize-winning direct mail campaigns. He's not selfish . . . likes to give credit where credit is due.

Good luck always,



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If you sometimes wish you could discuss specific mailing problems with some confidential person who is thoroughly acquainted with them, we would be glad to have you call on us.

All of our contact people are experienced, both as a list owner and a list user. You are at liberty to call on our experience any time. The conversation would be confidential, and we might be able to help . . . possibly a lot.

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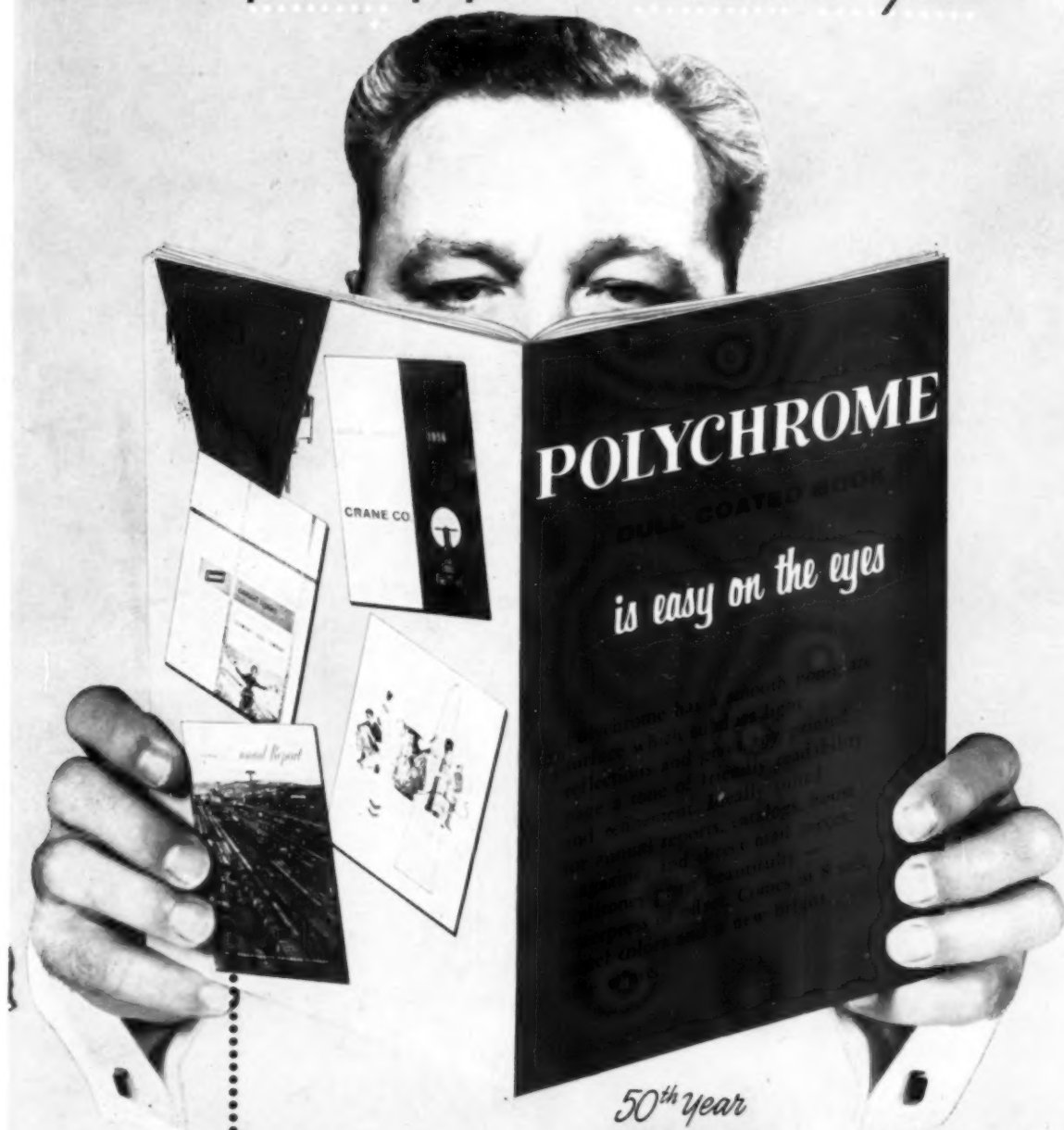
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